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# **AMERICAN COUNTRY LIFE ASSOCIATION**

## **PURPOSES OF THE AMERICAN COUNTRY LIFE ASSOCIATION**

1. To promote discussion of the problems and objectives in country life and facilitate the means of their solution and attainment.
2. To further the efforts and increase the efficiency of persons and agencies engaged in this field.
3. To disseminate information calculated to promote a better understanding of country life.
4. To aid in rural improvement.

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# Standards of Living

## PROCEEDINGS OF THE THIRTEENTH AMERICAN COUNTRY LIFE CONFERENCE

Madison, Wisconsin  
October 7-10, 1930

Efficiency in production, justice in distribution;  
Success in living—these three;  
And the greatest of these is success in living.  
—H. C. TAYLOR.

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FOR THE  
AMERICAN COUNTRY LIFE ASSOCIATION

Benson Y. Landis, *Executive Secretary*  
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*Published April, 1931*

# FOREWORD

“Let’s Live While We Work”—with this as a catch-phrase or slogan the 1930 National Country Life Conference struck with new emphasis positive notes in the thinking of rural leaders regarding “Standards of Living.” Attention was directed to “things which can be done” as well as to problems and survey data related to living conditions in rural communities.

Approximately 300 different leaders made scheduled contributions in the 136 different events of the conference. One hundred twenty-four of these presented statements in forums and assemblies of the main conferences. The others participated in the programs of the 27 kindred groups.

Previous National Country Life Conferences have furnished the occasion for a few affiliated meetings of kindred groups, but the arrangements for this, the 13th annual meeting of the American Country Life Association, were based upon the principle that the forums and general sessions should consider essentially subject matter and objectives while the organized groups and agencies should be encouraged to arrange their own meetings to consider ways and means of dealing with “Standards of Living.” As a result, the meetings of 13 Wisconsin organizations and agencies were scheduled at the time of the conference, eight interstate or regional meetings were arranged and six special National groups were brought together. Some of these, as the Wisconsin State Conference of Social Work, held their own regular meetings which were only partially related to the conference theme. Others like the student section of the A. C. L. A. and the special committee groups were distinctly subdivisions of the Country Life Conference. In all cases the arrangements were mutually beneficial. The coördinated effort secured the best of talent and developed that additional momentum and force which comes from coördinated action.

Four committees, each headed by a University of Wisconsin man, carried forward much of the real work which made this conference the most complete and the most representative of those which have been held. The work of the Program Committee was accomplished under the direction of Dr. J. H. Kolb,

Department of Rural Sociology; Professor Andrew Hopkins, of the Agricultural Journalism Department served as chairman of the Publicity Committee; Robert Amundson, District Extension Agent was in charge of arrangements and Dr. E. L. Kirkpatrick, Department of Rural Sociology, directed the affairs of the student section. Arthur F. Wileden, Extension Sociologist served as Wisconsin Secretary for the Association, Professor K. L. Hatch, Director of the Wisconsin Agricultural Extension Service acted as chairman and W. H. Stacy, Field Secretary, A. C. L. A. as secretary of the General Conference Committee.

Conference assemblies brought all groups together for short programs in three evening events, three forenoon sessions and two noon luncheons. The plans for each forenoon started with demonstrations in leading recreational activities. Next there were two-hour periods for the conferences and institutes of the kindred groups. The forenoon assembly periods came at 11 o'clock. Each of the eight conference forums held sessions during both of the two afternoons. These forums provided for consideration of eight types of influences affecting standards of living and directed attention to significant experiences in each field of activity.

The annual County Life Banquet was the occasion for presenting to Dr. Stephen M. Babcock the Capper award for Distinguished Service to American Agriculture. Because of his outstanding scientific contribution to the development of the dairy industry Dr. Babcock was chosen to receive the first of these recognitions by a committee which included in its membership F. D. Farrell, President, Kansas State Agricultural College; John H. Finley, Editor, *The New York Times*; Charles R. Gray, President, Union Pacific System; James J. Jardine, Director, Oregon Agricultural Experiment Station; Frank O. Lowden, President, American Country Life Association; P. K. Morgan, President, University of Tennessee and Walter T. Swingle, Plant Physiologist, United States Department of Agriculture.

The National Broadcasting Company arranged the national farm and home hour programs October 8th and 9th to send talks from the conference to the noon-time radio audiences of 26 stations. In this way the general public was able to listen to

Hon. Frank O. Lowden, Secretary Ray Lyman Wilbur, George Russell (A. E.), Dr. K. L. Butterfield and Senator Arthur Capper.

Farm talent from four states, Illinois, Iowa, North Dakota and Wisconsin furnished the program for the second evening. Professor A. G. Arvold, of North Dakota Agricultural College, served as master of ceremonies for this event. Music was furnished by the Lybarger Farm Bureau Orchestra of Mitchell County (Iowa) and the farmers quartette from Sac County (Iowa), the Champaign County Farm Bureau (Illinois) home talent play group produced a one-act play. Sandy Cranston, of Antler Community (North Dakota) with his Scotch songs and stories and Oliver Skaalerud with Scandinavian readings came from distant parts of North Dakota to participate. The dramatization of the Millet pictures by Dane County (Wisconsin) rural players under the direction of Miss Ethel Rockwell, University of Wisconsin, provided the climax and final number for this the first rural talent program of a National Country Life Conference.

Eight thousand copies of a conference source book "Standards of Living" (Extension Service Circular 241 Col. of Agr., University of Wisconsin) were published through a coöperative arrangement between the University of Wisconsin and the American Country Life Association. These bulletins were sent to leaders in all parts of the country a month in advance of the meeting. A 150-page selected bibliography on Rural Standards of Living was also prepared especially for the Conference by the Bureau of Agricultural Economics, U. S. D. A. This document was compiled by Louise O. Bercaw under the direction of Mary G. Lacy, Librarian. Five hundred copies were distributed to conference members. Dr. E. L. Kirkpatrick served as chairman of the Editorial Committee for the source book.

The total attendance at this conference was estimated at about 2,000. Twenty-nine states were represented. Minnesota sent its entire extension staff. The out of state delegates constituted about one-third of the assemblage.

A number of the contributions to this conference not printed in these Proceedings have been or will be published in *Rural America*, the monthly journal of the Association.

W. H. STACY, *Field Secretary*.





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# Rural Standards of Living

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## PRESIDENTIAL ADDRESS—1930

FRANK O. LOWDEN

The subject for this conference is "Rural Standards of Living." Not, however, standards of living as expressed alone in family budgets. As a reference to our program will disclose, we propose to consider all those factors which enrich rural life, whether of material or cultural kind. The question broadly stated is, to what extent is the good life attainable on the modern farm? What can be done to improve the standard of living of those who live upon the farm? How shall we maintain our rural civilization and continuously improve it? For no civilization stands still. It either moves forward or backward. And these are questions which concern not only those who live upon the farm, but are of equal importance to all classes of society. It is an oft-repeated truism that city and country are mutually dependent upon each other. But when we say this, do we realize the full import of this relationship? We doubtless have in mind the obvious fact that the country must feed and clothe the vast population of the commercial and industrial centers. We are aware that the country must furnish a very important part of the raw materials for industry. In the light of modern studies of population we see that the time is fast approaching when the great cities will enter upon their decline unless their population is recruited from the countryside. For in the civilized world of today it is only amidst the rural folk that the birth rate is keeping ahead of the death rate of mankind. I do not underestimate the importance of all these considerations. But isn't there something beyond all this which demands a progressive rural civilization in any nation if civilization in its entirety is to endure? The city man may boast, and with reason, of the triumphs he has achieved. He may fancy for a moment that he is creating a civilization which can declare its independence of the farm. He even dreams of the time when science shall create synthetic foods in great factories, directed

by modern industry. But doesn't he forget all the while how deeply rooted man is in the soil? For, as Dr. C. J. Galpin says:

"The evidence is strong that the psycho-physical mechanism of the man of the city has not yet forgotten its agricultural origin, whatever the lips may utter about the matter. All you have to do is to observe the city closely to see how it pays tribute in behavior to arboreal, bucolic, rustic origins.

"Recall some of these physical and psychic memories of the rural moment. Look at the Corinthian column, seldom actually used for essential support, with its acanthus leaves draped at the top; or the Ionic column with the ram's horns at the top (they tell you the curls are scrolls); both of these being simply conventionalized memory trees. Parks are pigmy forests, manikin lakes, wee fields.

"How many struggles in its stony environment to reproduce a few blades of grass, a sickly tree, a bush, a flowering plant. The city fountain harks back to the spring and the waterfall in the ravine. The towering skyscraper, like a bee's nest in the trees, is a frantic effort to get away from the city itself and to achieve again sky and clouds and sunshine. Lo, the stone dog to guard the door; the bronze buffalo, the marble eagle. Lo, the very pictured field, forest, cattle and plowmen on the walls of palace, hotel, museum—pathetic memories of other moments hard to let die. See Millet's *Angelus*. See Rosa Bonheur's *Horse Fair*. Even the despised peasant hanging on the wall cheers the homesick heart prisoned in brick and stone."

#### ANTÆUS AND HERCULES

Isn't there something everlastingly true in the myth of Antæus? He was often overthrown, but whenever he touched the earth, his strength was miraculously renewed. Hercules, however, discovered the source of Antæus' strength, and by holding him aloft, so that contact with the earth was broken, he achieved an easy victory over him. Human society must keep its contact with the earth or it, too, is doomed.

If we should at this conference limit ourselves to the consideration of rural standards of living as expressed in material terms, the conference would fail of its high purpose. Indeed, there is reason to suspect that in our discussion of this question in recent years we have attached too much importance to mere physical goods. In our industrial and commercial centers the people have had an abundance of the so-called good things of life, in excess of anything known before in the history of the world. Men are now asking if this prosperity has been alto-

gether to the benefit of those who have received it. Have the people of the cities lived fuller and more satisfying lives than in some periods of the past? Even in the great business world where prosperity has become almost a religion there are those who gravely doubt this. Babson, who is one of the major prophets in that world, thinks that the wealth of material goods in recent years has dwarfed into insignificance "spiritual and intellectual values." He sees in the business depression which now exists a possible revival of those age-old virtues which have always been found indispensable to the progress of mankind.

Depressed as agriculture has been during the last decade, with abounding prosperity all about it in commerce and industry, isn't it possible that the spiritual and intellectual values of which Babson speaks have found refuge in the countryside and will yet return from the open fields to the great cities, there to restore a saner view of life?

Owing to science and invention, the farming population has steadily decreased. It may decrease still further. And yet I venture to think that there will never come a time when any civilization will endure if it is not rooted in the soil.

#### LESSONS FROM THOREAU

There is a high standard of living which involves large outlays. There is also a standard of high living which costs but little. Henry Thoreau is the most distinguished example of the latter kind. For two years he lived upon the shores of Walden Pond. He was sheltered in a house builded by his own hands. He lived largely upon the products of the few arid acres surrounding him. His farm equipment consisted of a hoe and spade. He was entirely without any of the modern labor-saving machinery of the farm. And yet he found that by working only six weeks of the year he was able to produce all that he found essential for a satisfying life. He thus had leisure to write a great book which he called *Walden*, and that book has become one of the classics of American literature. It has been translated into many foreign tongues and has been a source of inspiration to the prophets and seers of far off lands. I am not recommending Thoreau's mode of life to others. Indeed, Thoreau was careful to say as much while he wrote. I do,

however, urge all to read it who would learn how little the material things for which we struggle contribute to a satisfying life.

### THE QUEST FOR THE GOOD LIFE

The good life, though a phrase of recent origin, has been the aspiration of mankind from the dawn of history. Succeeding ages have had different concepts as to what it was that goes to the making of such a life, but the goal remained the same throughout the centuries. In the earlier stages of society it was thought that such a life was within the reach of only the favored few and that the great mass of mankind must remain hewers of wood and drawers of water in order that the privileged classes might attain that happy state. It is only in modern times that the idea has gained general currency that the good life is possibly within the reach of all the sons and daughters of man. This was largely due to the discoveries of science by which man learned how to subject the forces of nature to his own use.

It was these discoveries, too, which ushered in the industrial age. The invention of the steam engine was the initial steps in the new direction. Steam power could be more economically produced by large units and it had to be applied at the place of its origin. As a result, we have witnessed a constant increase in the growth of population in the industrial centers. Our cities have grown ever larger and larger. Now electric power is rapidly supplanting steam power in the industrial world. [Though electric power, too, can be generated more economically in large units, it differs from steam in that it can be widely distributed from a central generating plant. The trend in the past has been toward great centralization. It is altogether likely that the opposite process of decentralization will set in as a result of the great progress being made in the electric field. This from every standpoint is much to be desired. Perhaps the greatest beneficiary of this movement will be the farm. There is an increasing number of farms which are employing electric power. Upon these farms a great part of the drudgery which was formerly thought inseparable from farm life is being abolished. We hear much these days of factoryizing the farm. If it is meant by this to substitute mechanical power for man



power wherever possible, I favor the idea. If, however, it is intended to substitute for the family sized farm a large area of land owned and operated by a large corporation given over to the production of one or two or three crops, I think the idea is neither practical nor desirable. Indeed, in this sense we have already factoryized the farms too much. In the old days when the farm was but a self-supporting home and little more, there was less of agricultural distress than under present conditions. The farm family largely supplied its own needs. With the coming of the factory, commodities could be produced so much more cheaply than in the home that the farmer relied more and more upon articles of commerce and less and less upon production within the home. If the exchange value of his farm product in relation to the values of the things he had to buy were properly maintained, it might work out in practice to be the best thing for him to do. The farmer, though, has found it difficult, if not impossible, to maintain this exchange value.

#### RURAL LIFE AND THE MACHINE

All through this agricultural depression in which we still find ourselves the farmer would not have been so badly off if the prices of the things he has had to buy had not been out of all proportion to the prices of things he has produced for sale. I am wondering if we have not carried the process of factoryization in this sense already too far. I am wondering if this new and marvelous power which we call electricity isn't going to enable the farmer to retrace some of the steps toward factoryization which he has already taken. Isn't it possible for the home equipped with electric current to do many of the things which in recent years we have relegated to the factory?

We are told that where commercial bakery bread has taken the place of homemade bread, the consumption of bread has fallen off sharply. The art of making wholesome and palatable bread in the home has always conferred distinction upon the housewife. It is common knowledge that pork products fabricated upon the farm have a superiority to anything the great packers can produce. In fact, food of almost every kind which is prepared for use upon the farm has given a prestige to the well managed farm table that no others enjoy. The drudgery

which in the past attended the preparation of these farm grown articles of the diet is being eliminated by modern inventions. At the same time the spread between the price the farmer receives for his products and the price which he as consumer pays if he buys them back in a finished form is being constantly increased. The consumer profits little by low-priced wheat or low-priced farm products of any kind. To the extent the farmer fashions his own products to his own use he escapes the loss which this large spread between the price at the farm and in the retail stores entails. He may, too, by this method add to his income by having for sale in some instances the finished product rather than raw materials.

The American Country Life Association, in the program it will discuss at this conference, will properly include income in its relation to rural standards of living. There are many ways in which the farmer's share of the national income may justly be increased. At the annual conference last year I discussed at some length the subject of taxation. There is no question, I think, but that under the system of taxation which generally prevails in this country, land is bearing an altogether undue proportion of the costs of government. This subject is one of outstanding importance.

Then, too, it must be patent to all who actually visualize this modern world that the farmer is under a tremendous handicap in the marketing of his products. And so at the last conference the general subject, which was "Rural Organization," properly included farmers' organized marketing agencies. Outside of farm products, competition is playing a less important rôle all the time in the modern world. The latest pronouncement I have seen upon the subject is contained in an article recently published, called *Quo Vadimus*, by A. Loveday, head of the Economic Intelligence Service of the League of Nations. Mr. Loveday is an economist of international fame. In that article I find these pregnant sentences:

"The leaders of business have endeavored to secure themselves to some extent against the dangers of the greater fluidity and uncertainty of demand and the rapid changes in the technique of production brought about by the advance of science, not simply by the rationalization of individual plants, but by the centralized control of whole industries. To optional demand they have opposed monopoly of supply. How

complete that monopoly is today is known to no one and it may never be possible to ascertain. But control of output, of price and of market by one means or another—whether by mergers, associations, cartels, gentlemen's agreements or still less precise understandings—constitutes perhaps the most important single characteristic of modern business. In one country or another almost every article of common use is produced under conditions of eliminated competition."

If agriculture is to maintain its position relative to other industries, it must acquire the same measure of control over the prices of its product that other industries enjoy.

### KEEPING THE SOIL FERTILE

After all, no satisfactory standard of living can be achieved and maintained unless we shall be more successful in the future than we have been in the past in conserving the fertility of our soils. It is a curious fact that in recent years we have stressed the importance of this so little. The colleges of agriculture have not been wanting in this respect. The public thought, however, has been diverted from the warnings they have continued to give. I think this is due largely to the idea oft repeated that we already produce more than we can profitably sell. Recent studies, too, upon the trend of population have served to create the impression that whatever else we may lack, there will always be an abundance of food. The public press is constantly pointing out that we have great reserves of land capable of producing crops which as yet have been unbroken by the plow. The fact, however, is commonly overlooked that all the best farm lands are already under cultivation. Indeed, in the territory east of the Mississippi River fewer acres are being cultivated at present than were cultivated a quarter of a century ago. It is altogether probable that during the next quarter of a century a larger acreage of sub-marginal lands now being tilled will be abandoned than will be added by bringing other lands under the plow. This, of course, unless there is a very great increase in the price of farm products. Above everything, the steady deterioration of all our farm lands is being entirely ignored.

The total value of the farm lands of the United States is about \$37,000,000,000. And there are those who assert that the present farm distress is because these lands are held too high. Reflect for a moment what the enormous wastage due to erosion means.

A loss of almost one-eighth annually of the total value of all the farms in the United States in but two elements of farm fertility—potassium and phosphorus—in the Mississippi Valley alone! And this wastage has gone on more rapidly during the recent years of agricultural depression than ever before, and is a progressive movement. For if the land is overworked through constant cropping, the humus or organic matter in the soil grows less and erosion moves forward at an increasing rate. An experiment made by the Missouri Experiment Station showed that a field with less than 4 per cent slope, which is probably near the average for corn belt lands, in corn continuously, would sustain a complete loss of the top soil in 57 years, but that with a three-year rotation of wheat, corn and clover, it would require 324 years to bring about this result. Just think for a moment what it would mean in the conservation of our soil if for one year out of three we could have every acre in clover or some other legume.

Now, if in all the agricultural states of the Union, agriculture could be revised to meet the needs of the future, the farmers of the United States would be relieved greatly of their burdensome surpluses, and future generations would be insured an adequate supply of food at a reasonable cost. Suppose such a survey as I have suggested were complete, it would be apparent that there are many acres of land now in cultivation which should be devoted to the raising of forest crops and which never should have been employed for anything else. The state could properly exempt these lands from taxation and instead impose a tax upon the timber grown when it was ready for the market. Many of these lands are now reverting to the State, which derives no income from them. If these lands were devoted to forestry, the time would come when they would be an important source of revenue to the state.

### A PLAN OF CONSERVATION

Suppose, now, that the states, fully conscious that their arable lands were their best heritage, were to say to the owners: Plant an additional 15 or 20 per cent of your lands to some legume and while that portion of your farm is resting from its labor and regenerating itself for the benefit of those who come

after us, we will exempt these lands from all taxation. If this alone were not inducement enough to the owners, the Federal Government might well, in coöperation with the states, pay a reasonable bounty to the owners of these lands while they thus kept them out of cultivation. England has recently seen fit to propose to pay a substantial bounty to those of her farmers who changed from other crops to root crops. Everyone is familiar with the bounty several of the nations have paid for the culture of sugar beets. Surely if a bounty to the farmer is justified for turning from one crop to another, it is more than justified when the purpose is to conserve the soil for future generations. The United States Government now receives in customs duties from two hundred to two hundred and fifty million dollars a year on the importation of products of the soil. The total acreage in cultivation in the United States amounts to three hundred and sixty-five million acres. If 20 per cent of this acreage were to go into legumes—and surely no soil expert would say that this at least is not needed—and a bounty of two dollars an acre were paid by the Federal Government upon every acre withdrawn from cultivation, it would cost the Government annually less than one hundred and fifty million dollars, or considerably less than it now receives through its custom offices in the supposed interest of agriculture.

I throw this out only by way of suggestion. It may be that a better method can be found. I submit, however, that there is something fundamentally unsound in our national economy when we go on robbing the soil of fertility it will need in the future by employing it in the present for producing something without which we would be better off.

### THE VALUE OF GOOD LAND

In all the past, good land has been one of the objects most keenly sought. In our own country, good land until recently has always been thought of as the very choicest of possessions. It was a common saying that the good Lord made no more land. Not only have individuals so thought of land, but nations as well have regarded themselves happy when they could add to their domain some area somewhere of fertile soil. A year ago last winter I visited Egypt. The historic valley of the Nile

contains about ten thousand square miles of delta land, and yet every empire of ancient times hazarded war to gain possession of these ten thousand square miles. Rome's possession of this area probably prolonged the life of the Roman Empire for a century or more by furnishing food to the Roman populace when it was no longer able to feed itself.

In the Mississippi Valley alone we have about four times as much delta land as Egypt contains. This single resource ought to distinguish us among nations. He who owns some portion of it ought to regard himself as fortunate among men. However, at the present time neither the nation nor those who possess these lands cherish them greatly or prize them highly, if we regard as evidence the care that is being given them or the price at which they are being sold. And these lands are but a small part of our agricultural heritage.

After the needs of agriculture and forestry are satisfactorily met, there will be great areas scattered all over the United States not best suited for the growth of either crops or trees. Some of the land contained within these areas is now being farmed without profit. I believe that this land can be utilized to a better purpose.

#### THE PROBLEM OF LEISURE

All of us are aware of the increasing leisure of a great part of our population and of the necessity of using that leisure wisely. I can conceive of no higher use to which we can devote our superfluous lands after the needs of agriculture have been met than as a great playground upon which the people from our cities and towns may find that communion with nature which seems to be an elemental need of the human heart. The craving for beauty is as old as civilization, and beauty in all its fullness can be found only outside of crowded streets. Our mountains and lakes and even deserts speak a lofty language to the tired souls of men which is never heard in the most splendid cities of the world.

All at once we seem to have reversed our ideas as to the part which land plays in a civilized state. Perhaps in earlier times we attached too much importance to it. If so, we have now gone to the other extreme. If we were planning intelligently for the long future, I think we should find that we have not a single

acre beyond our needs. Land again would recover its ancient prestige in the estimation of mankind.

One of the most notable movements of today is city planning. It was formerly thought that a city could be left to develop naturally in response to the needs of the city population. Factories were welcomed to the city. They were permitted to select their own sites. Apartment houses were needed and their builders were allowed to erect them wherever they wished. Everyone was given the liberty to use that little portion of ground which he called his own for any use he desired so long as he did not create a nuisance. As cities became larger and larger, it was found necessary to restrict the liberty of the citizen in the use of his land. There followed building restrictions of many kinds. City zoning was introduced. Today, city planning is one of the recognized professions. Something like this must come to the rural regions of the United States.

I have been able to touch upon but a few of the questions which will engage the attention of this conference, and that too, I fear, all inadequately. Able and devoted men and women who have given their lives to the various subjects before us will take part in the conference. The subject involves the whole question of our rural civilization. As I have pointed out, the importance of the subject has been obscured by the rapid industrialization that has gone on throughout the world. Let it be remembered though, that the industrial era which bulks so large at the present time is only a hundred and fifty years old, while the civilization about which we are concerning ourselves goes back to the dawn of recorded time.

# AN INTERPRETATION OF THE CONFERENCE

CARL C. TAYLOR

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## INTRODUCTION

For this final number of the program I have been assigned both a function and a topic. The function is to summarize this National Conference on "The Standard of Living." The topic I have been assigned is "Mileposts." I was not so careful as to inquire, mileposts in what, for fear that I might discover that my task was more difficult than it is. I feel sure, however, that those who assigned me the topic will not object to my discussing, first, mileposts toward clear thinking about rural standards of living and similar basic issues in American rural life, and second, mileposts toward a clear recognition of the definite field which the American Country Life Association should and will occupy in the working out of a long time vision and long time program of American rural life or American rural civilization.

My first task, I take it, is to attempt to bring to all of you something of the thinking which has been presented in the various forums held here during the last two days. Each of you has been in two or more forum discussions. No one of you could be in all the forums. It was, therefore, thought by the Program Committee to be advisable to have some one attempt to bring to all of you a picture of all that has happened in all the forum discussions during this Conference.

Before I take up this specific task let me give you a picture of the machinery that has been operating here during the Conference. There have been twenty-five special interest groups which have participated in the discussions. These groups range all the way from the most technical expert and professional interest groups to farm men and women themselves. They have ranged from artists and poets to those who deal only with the sore spots of agriculture and rural life. More than fifteen hundred persons have registered at the desk and unquestionably



over two thousand persons have been in these meetings. Twenty-eight states and five nations have had representatives here.

During the morning hours, from 8:45 to 11, have been held sectional or special interest meetings. Practically every agency or association of persons in the State of Wisconsin who concern themselves in any way with rural life have held meetings here during this week. In addition to these Wisconsin groups there have been held the National Master Farmers Meeting, a meeting of the Master Farm Homemakers Guild, the Agricultural Extension Workers (Interstate Conference), the American Farm Bureau Conference (Midwest Meeting), a regional meeting of the Y. M. C. A. Workers and the Student Section of the A. C. L. A., etc. The extension workers of Minnesota adjourned their own meeting and came to Madison in a body of one hundred and two persons.

During the afternoons from 2 to 4:30 eight forums have run concurrently, each discussing some specific phase of the rural standard of living.

Each day at 11 o'clock and each evening have been held general meetings at which have been presented outstanding speakers or performances. In addition to these two periods each day the luncheon hour has been used for general informational and inspirational addresses.

I am sure that all of you recognize the impossibility of any one summarizing all that has transpired in all sections, or forums, or at all general meetings. Something like two hundred persons have delivered speeches or papers during this Conference. It has been impossible for me to obtain all of these papers and it has been humanly impossible for me to read all of them which I did obtain. It is impossible for me to repeat even the summaries of the sixteen forum sessions which have been made by the Chairmen of these Forums and handed to me. I shall, therefore, necessarily have to touch only high lights and central ideas. There is no way of knowing whether what appears as high lights and central ideas to me are the same things that would have appealed to some one else. You will, therefore, have to recognize that this is my summary, although I do want to say that a group of people worked with me last night until midnight in an attempt to bring together at one place something of what has happened during the three days of Conference.

## OUTSTANDING CONTRIBUTIONS OF THE CONFERENCE

Probably the most outstanding thing that has happened at this Conference has been the attempt to wrestle with the fundamental objectives of rural life, rural culture, and rural civilization. Of course, this has been done before at practically every American Country Life Association meeting and on many other occasions. I doubt that it has ever been done in the same profound way that it has been done here. The Forum which attacked this problem as its central theme was packed to the doors each day. Other Forums spilled over into this discussion and practically every one of the general speakers offered challenging convictions or suggestions on this topic.

As was to be expected, of course, there was not unity of opinion on the issue of what the specific objectives of rural life are. I think possibly I can summarize the differences of opinions under four viewpoints.

1. There were those who were convinced that "agriculture" and "culture" should be kept as separate concepts in our thinking. Apparently what these persons had in mind was that separating the concept "culture" from the concept "agriculture" will keep us from the two oft mistaken assumptions that there is nothing in rural life beyond the technical processes of farming.

2. There were those who were convinced that commercial agriculture, this new giant in rural life, tends to batter down the real essentials of wholesome rural life and culture.

3. There were those who were convinced that to talk of culture or civilization is mere "bunk"; that the solving of the farmer's economic problems, not the discussing of something called *rural culture*, is the crux of our task.

4. Still others were convinced that an adequate, distinctive and abiding American rural civilization or culture will be built only by retaining the viewpoints and modes of thought and action which come to the men and women who work with living, growing, blooming and bearing things; who live close to nature and nature's ways and who are cocreators with the earth itself, but who at the same time absorb into their daily lives and thoughts the processes and techniques which come with the mechanizing and commercializing of agriculture.

Whichever conviction, of the four just stated, is correct it is of moment to note that the challenge of President Glenn Frank has been accepted even before given and that we are beginning to start to think on what kind of a rural civilization we want in America.

Upon one thing there has seemed to be unity of convictions in all discussions in all eight Forums, namely: That it is no longer particularly fruitful to argue about which is most important, the qualitative or quantitative measures of the rural standard of living. We have gone forward with the unconscious, common consent that we are driving a two-horse team in our task of developing better rural standards of living. One horse is better and more adequate farm income. The other horse is the better ways of rural life. The artists, poets and recreation specialists have made their contributions with a full recognition of the fact that physical labor and net farm income are mundane essentials if rural life is to avail itself of those things which are not indigenous to the soil and thus cannot be furnished by the farm itself. The farm economists, technical agriculturists and farm organization people have frankly assumed and asserted that a satisfying and adequate rural life is the ultimate goal of their endeavors, even though their day by day tasks bid them work upon scientific production and better farm income. One forum discussion after another has seemed to assume without question that our task is to attack, directly, the elements, processes, technologies and techniques by which we, day by day, work and play and live in the open country and engage in the occupation and business of farming.

What I have said thus far has attempted to give the background and spirit of the discussions of this Conference. Now that I must come down to an attempt to summarize, somewhat in detail, the many discussions of the numerous forums, I can do no more than list a few of the many challenging convictions and suggestions that have been presented at various places during this Conference. I make no pretense at listing all of them or of listing them in the order of their importance. All I shall do is to attempt to give a glimpse into the panorama of ideas, experiences, facts and convictions that have been presented or enacted here in the last three days. The following is the list, without quotation marks.

1. The steady deterioration of this nation's farm lands is a threat not only to rural standards of living but to national standards of living.

2. Marginal lands, at various places throughout the Nation, have developed marginal schools, marginal churches, marginal homes and tend to develop marginal people.

3. It is impossible to have an adequate farm family standard of living without having an adequate farm family income.

4. The ultimate goal of coöperative marketing is the development of rural community life and the development of the character of rural people.

5. The farmer would rather work fourteen hours per day on the farm than to work eight hours per day in the factory, because of the difference in the setting and purposes of farm work and because of the general modes and tenor of country life. (This statement was made by a farmer.)

6. Farm machinery and household conveniences avail little if they lead only to the farming of more acres of land or to polishing the cook stove a little brighter, but do not lessen actual work and drudgery. To be effective in terms of the rural standard of living these new inventions and conveniences must bring leisure to farm people.

7. There is no inherent value in leisure if leisure time is not used in constructive and creative ways. To teach and learn these constructive and creative ways of life is a part of the processes of raising rural standards of living.

8. To create a desire for a higher standard of living is as important as to invent ways of attaining a higher standard of living.

9. Community organizations and community programs are pieces of machinery by means of which rural needs can be met, personalities be developed, and elements of outside culture be introduced into rural life. The community idea is not one of area, but the idea of a plan and a program for meeting the various and specific needs of people. A rural community organization is like a radio receiving set in that it is a piece of machinery by means of which the numerous messages, broadcast by hundreds of agencies seeking to serve agriculture, may be captured and heard by rural people.

10. We should analyze our human and personal resources in rural life just as we do our so-called natural resources.

11. Rural people should be appraised of the best that is now being developed by rural people themselves in rural cultural arts. The bringing and presenting to this Conference, of the best talent and creative art developed by the rural people of three states, in the meeting presided over by Mr. A. G. Arvold, set standards for hundreds of people to carry back to their various rural communities.

12. An analysis of the ability of rural communities to support rural institutions is as important as an analysis of the ability of farms to support farm families.

13. A practical program for both farm and home extension workers can be worked out on the basis of measuring their tasks and constructing their programs on the basis of the standards of adequacy in farm family standards of living. This is already being done in some places.

14. "What a different universe this would be if our senses were trained to hear and see the beauty that is around us."

15. The entrance of electricity into agriculture is an epochal event. In another generation the farm and farm home without electrical equipment will lose in both economic and social competition.

16. Urban labor has placed its increased wages into living standards. Increased farm income has gone into added farm acres and increased land values. This means two very significant things, (a) that in the total farm set up, the business of farming competes with the farm family standard of living, and (b) that rural people absorb the ups and downs of farm depressions by taking their losses in their own standard of living.

17. We must ultimately solve the issues of rural well-being at the bottom by means of constructive programs of farming and farm life or solve them at the top by such economic and social revolutions as are taking place in Russia and elsewhere or not solve them at all. It is the belief of some professional students of rural culture that no agricultural civilization has ever solved its problems of rural well-being. They assert that the agricultural share of all civilization ultimately falls into either peasantry or poverty. We believe that such a trend in American

life can be obviated by working at the grass roots of our rural civilization.

18. There is no way of escaping the competition between the standards of living of the producers of all the world. National and international policies should be based upon a recognition of this fact.

#### MILEPOSTS IN THE A. C. L. A.

Many attendants upon this Conference are for the first time a part of the American Country Life Association movement. They have been inspired by what they have seen and heard here and without doubt have faith in the future of this organization and belief in the contributions which it shall make. Hundreds of others have attended one or more of our annual conferences. Some who were at one time consistent workers in our cause seem to have dropped out. The Association has had its ups and downs but in this conference it has reached the high water mark and I believe it is more than worth while to give, at this time, a picture of the path over which the Association has traveled and point out the mileposts on that path.

The American Country Life Association was organized in 1919. This is its 13th annual conference. This conference is both similar to and different from some conferences that have gone before. The chief differences between the present status of the organization and its status at some other stages of its existence and operation are as follows:

1. The American Country Life Association is now out of debt whereas two years ago it was worse than bankrupt. This is not to say that it does not need the consistent and liberal support of many. It is to say that it is a good, sound, stable organization and can go forward in the future, planning to make permanently and annually its contribution to American country life.

2. The American Country Life Association's annual meeting is now a convention of thousands whereas it was for years a gathering but of a few hundred.

3. It has annually held a conference on rural assets and rural deficits. In the past the emphasis has been chiefly, although not altogether, on rural *deficits*. This convention of 1930 has been almost altogether a consideration of rural *assets*.

4. The Association began largely with a constituency of rural

sociologists, rural educators, rural ministers and social workers. It now includes representatives of all types of agencies—official and voluntary—which are concerned with any phase of rural life. It has hundreds of farmers and farm women as participants in its prime function of offering a clearing house for thinking through national agricultural and rural issues and policies.

As is always the case, there have been some outstanding factors and facts which have influenced the development of the Association during the period through which it has been finding itself and finding its central task. In the first place I would call your attention to the fact that the Association has operated almost throughout its whole career during a period of agricultural depression and chaotic thinking. The depression has emphasized some of the problems which the Association has discussed from year to year. Notably is the problem of the rural standard of living which was first the topic of our conference in 1927 and is again our topic this year. Let me call your attention to the fact that all during the period of this depression and of chaotic and sometimes wild thinking concerning the issue of rural life that the discussions at the meetings of the A. C. L. A. have consisted of sane, careful and sound thinking.

A second fact which has influenced the work of the association and brought it to its present state of clear functioning is the increase in research funds in the fields of Agricultural Economics, Home Economics and Rural Sociology. We now have at hand great bodies of carefully gathered information concerning rural life which makes it possible for us to make contributions which we could not make ten years ago.

Into the ranks of those who constituted our first conferences have come now the agricultural economists, the home economists, the farm organization people, the extension forces and finally college executives and governmental officials. This enlarged constituency of clear thinking, responsible people have greatly increased the actual and possible contributions of the A. C. L. A. to the rural statesmanship of America.

I would say that there have been two chief trends in the history of the organization. First we were a few professional people worrying about how we could reach the periphery of rural life and get into the minds of farmers and farm women a

concern about the issues with which we were dealing. Now our constituency in the conferences has grown so large that we are worrying about how we can conduct our programs on the basis of actual discussion and deliberation.

It is evident that we must now turn the third corner and plan definitely to do two things, (a) get even deeper deliberation, by smaller groups of experts and farm leaders on the basic issues of rural life, and at the same time (b) get a wider hearing and wider participation in rural life conferences on the part of thousands of persons in all sections of the Nation.

Finally it is also evident that we must have a wider spread and more liberal financial support if we are to care for the greater opportunities which are now at our command.

### CONCLUSIONS

I have but two general conclusions to draw. Maybe they are not conclusions but only personal statements of my own. In any case I should like to make them.

The first is that the A. C. L. A. has begun to accomplish, in fact has already accomplished, something never before accomplished in America, something tremendously worthy of accomplishment, in bringing together annually—this year more effectively than ever before—technical experts, governmental officials, farm organization leaders, outstanding national farm leaders and farm men and women themselves for the purpose of giving consideration to the basic issues of American agriculture and American rural life. I am not exaggerating when I say that I believe that never before in the history of America has there been held a Conference on rural life issues of more significance than this one held here at Madison during the past three days.

The second statement I want to make is that it seems to me that there has been brought into *reality*, in the minds of thousands of people, a point of view, that together with the worthy task of producing the raw materials to feed, clothing, and shelter all mankind, there is also the task and opportunity—if grasped—to build in America a new type of civilization, a civilization which avails itself of all that science, mechanical technology and commerce has to offer, but which at the same time, on the one hand, preserves the heritage of the rural life of the ages and, on



the other hand, develops the rich possibilities of an exceptionally unique combination of natural and human resources on this continent.

There are those who believe and assert that there is not a civilization on the face of the earth which is a thousand years old in which the rural people have not fallen into peasantry and poverty. To them the future of American rural life is a dark picture. It is the hope and abiding faith of those who share in the viewpoint of the A. C. L. A. that rural America can reap a different destiny, but that to do so she must have the courage to attack her basic problems with the intelligence which such conferences as this annually mobilizes and develops.

# CONTINENTAL CONSERVATION

RAY LYMAN WILBUR  
*Secretary of the Interior*

Our forefathers landed upon a great continent, the future development of which was far beyond their most fantastic dreams. For a century or more they huddled together in certain chosen areas and developed a simple but satisfactory rural life. Most of the industries developed were domestic or local. With the increase in numbers that followed a high birth rate, and continual immigration, they gradually extended their range over the vast expanses of the continent. The successive waves of settlers that went down our rivers, over our plains and mountains and eventually along our railroads, carried with them little but their courage and experience. In general, the conquest of our share of this continent has been of an amateurish character. This was inevitable, since science had not developed to its present state, the efficiency of government was not great, and the job of living was such an intense one that each man had to concentrate upon it in order to make a success. If we had had full information as to the natural advantages of each new area, if we had known and understood the analysis of soils, if we had had our present quality of seeds and animal stock, a much more satisfactory result could have been accomplished. Primarily, the aim of our people was to spread over the continent a blanket of farms, each maintaining a family. The land settlement laws, such as the homestead act and others, were all directed to this purpose. In favored localities this was worked out well, but as the population pressed westward into semi-arid countries, it failed for the most part except in the favored valleys. If we could go back today and plan for the wisest location of our people upon this continent, would we not have spared the great forests which were cut down in the Atlantic and some of the Great Lake states, and have hurried our people through to the great plains? For the most part, trees were the greatest antagonists of the settler. The battle against the trees was the battle of many of the pioneers. Today we are conscious that trees are the only suitable plants for many of the thin-

soiled areas that have been cultivated almost to their destruction. The contest between the new land and the old has been a constant factor in American agricultural and economic life, and is still going on in various phases in our own country as well as in others. In the taking over of new land, its first values were harvested as promptly as possible, and then it was for the most part driven to the maximum of production for a considerable period.

Gradually, with the shifts and changes, and with the development of a more intelligent understanding of the fundamental problems, we have been acquiring new conceptions of continental conservation. Conservation is a term around which much confusion has reigned. Conservation means wise use. Wise use means that a natural asset shall be used for the proper purpose and at the right time. Conservation does not mean the hoarding of natural resources for a hazy, indefinite future. It does, though, mean intelligent and thoughtful planning for every resource of our continent.

The usual action of the Federal Government has been to distribute land resources into private hands as fairly and rapidly as possible. Certain artificial conceptions such as that of the acre have been used in dividing up our continent just as we have divided up our cities into town lots of arbitrary size and shape. This has been done largely regardless of the quality of the soil, the amount of vegetation, the water supply, the climate, or those other factors upon which all of the values of the soil, insofar as the habitation of human beings is concerned, depend. The result of this has been that there has been a large marginal failure in almost every zone throughout the country. In the favored areas of the Middle West this process has not been so evident, but throughout the Rocky Mountain region and the Western States the tragic skeletons of abandoned homes tell the gaunt and heartless story of human hardship and of a contest with nature doomed to failure. Purely artificial procedures and arbitrary decisions are not apt to fit well unless all the conditions are favorable. This whole sad process of failure could have been avoided if we had understood the problems of spreading a great population over a continent for successful living. In this process we have recklessly banished such readily available resources as the forests. We have thought only of

their evident use and have failed to see their significance in protecting watersheds and their profound relationship to life in the valleys. Only recently as a people have we sensed the value of our river systems and our water supplies in general.

Some years ago it became evident that our loss in trees would seriously handicap us for lumber. Large portions of the conifer-bearing mountainsides had been unsuited for homesteading and human habitation in general, so that they had remained in the possession of the Federal Government. The great national forest system was set wisely aside to be retained as an asset of the people, rather than to have distribution into private hands.

Hidden beneath the surface of this land of ours were great stores of coal, oil, natural gas and minerals of many varieties stored there through the ages. In the more thickly settled portions of the country these rapidly came into the possession of private individuals who developed them in accordance with existing economic practices and demands. Fortunately, immense stores were so distant from the market, or so hard to master, that they were left intact, although they were subject to entry as mineral claims. Until the Federal Leasing Act was passed, discovery of these resources led to their transfer to private hands. These mineral resources, while extensive, can never be replaced. Anything that is irreplaceable should be conserved and protected for its fullest use. Some of these mineral resources have been set aside to carry on that prime function of the central government—national defense—but some still are held in abeyance, ready to be used under one plan or another whenever they are required or can be economically mined and used. Certainly, for the control of these great resources some form of national strategy is desirable, and many factors are now operating to bring about better control and one freer from waste in their development.

During the last few decades the realization of natural wonders of our country have led to a comparatively new conception as to certain parts of our continent. Their beauty has outweighed any evident utility which they seem to possess. The Yellowstone National Park was one of the first areas to attract public interest and attention and to pass into the hands of the whole people for recreation. The value of beauty in our environment did not seem to weigh heavily with the pioneer who was fighting

nature in order to carve out a living for himself and family. But now, with general assent, we have some twenty national beauty spots scattered throughout all parts of the United States, each one distinctive and possessing its own charm, each one to be retained in perpetuity for the enrichment of the life of the nation.

As we look back, then, we see that our conquest of the continent has been accompanied by many failures, and we now often have desolation and shabbiness instead of those wonderful natural conditions built up through centuries of time. We begin to see, as we look forward, the vague outlines of a future policy which will bring about a more intelligent use of our natural resources, and which will restore some of the values we have lost. Trees are being planted, abandoned farms are going back into national and state forests and parks. New conceptions of taxation are appearing. Slowly but gradually we are using each part of the continent in the way that is most profitable. This will be a long and slow process, associated with much human unhappiness and misery, but mistakes are costly and nature is unrelenting in carrying out her own program. Our greatest difficulties in getting the best out of our continent in the future will come from our own actions, from the artificial decisions that we have made, or will make, regardless of natural conditions. There are many misfits between our political units and our geography. There is a great maze of legislation built upon so-called property and human rights which will constantly handicap the necessary changes associated with an increase in population and a rising standard of living. Social elasticity permits a people to meet nature on even terms. Social rigidity is a constant handicap. Life is never static. Our lives and our actions are always in a state of motion, of change, and of flux. Our accommodations to a continent will inevitably take place. If we can see what they should be, we can advance faster. Science has placed a whole series of new tools in the hands of man in dealing with all of these questions. Engineering has permitted us to control nature in many ways; organization has given us the chance to unite our financial and other resources in the applications of science and engineering to the problems of life.

If we halt and look about us to see what this is all about and what we are trying to do, we are at once confronted with the

fact that insofar as our continent has values, it will be those that we as human beings give to it. It is people rather than things that give us our real interest. For tens of millions of years, no human eye saw our land. When those early pedestrians crossed the Bering Straits and began that march which eventually led their descendants to Cape Horn of our neighboring continent to the south, they had but little idea of the possibilities of a modern civilization. For them there was sufficient opportunity to secure food and shelter in simple ways. It has been only within a little more than a century that, through science and government, we have been able to show that exuberant growth which is possible to man when he can use his energy in the presence of abundant natural resources, and guide his efforts with a trained mind and with the help of the expert in thousands of fields. Contrast the standard of living of the Indians who lived in Wisconsin a century ago with that of the dairy farmer of today. By the use of the trained human mind, the trained hand and the machine, which is the product of both, we have brought in a whole series of new opportunities for the mind and body of man. A great public educational system is only possible where there is sufficient economic strength so that all of the energy of every capable person is not required to cover the back or fill the stomach. We have made possible new intellectual and spiritual values for every human being. For every one of our citizens, young and old, we have opened great new avenues of happiness. Our active transportation systems have permitted us to become continental-minded instead of local and provincial in our concepts and in our thinking; we can enjoy together the many beauties of our continent.

There has been a great expansion of the mind of America with these developments. If we had proceeded too long without thought and without mobility, we would have found many of our people trying to live upon an ash heap. We are still in danger with soil erosion and other natural processes unless we can conserve for our future certain basic and fundamental elements of our surroundings. Primarily, our whole safety as living units depends upon the plant life about us. Controlled plant life has given us our agriculture. The plant life of the past has given us our irreplaceable resources in coal, oil and gas. These plants, working away in the presence of sunshine and water to make

food for themselves and for us and our domestic herds, are our most valuable material possession. Those plants depend entirely upon the rains, the soil and the sun. Conservation, control and management of plant life will determine the future of the people of America upon this great continent of ours. Thoughtful conservation and distribution of plants in accordance with our needs, and the places where they can produce the most, is the fundamental requirement of continental conservation. We can exhaust our stored mineral resources and still survive, but we cannot destroy our plant life and succeed.

To live close to nature is a joy that grows upon nearly all of us with passing years. The successful man of the city usually wants a suburban home or a farm. The land has a call to humankind. In our great economic development in the massing of huge populations in close proximity to turning wheels and spindles, we are in danger of losing our safe biological position. We must endeavor to restore trees, plants and birds to such of our urban areas as we can. We must distribute urban populations over wider areas as rapidly as we can. Many of our newer contrivances make it possible to bring to the distant country home those advantages that have so long been thought to make city life superior. Whatever we adults may think, children need to put their feet down on the ground itself, to come in immediate contact with trees and grass and birds and flowers, and to breathe the pure air and the freedom of the countryside. The adjustment of a people to its environment can take place through a thoughtless struggle in the survival of the fittest, or it can be a planned, quiet and orderly process of human organization. Have we not reached the point here in America where all of these forces working toward betterment can be coördinated? One of the great peoples of the earth is deliberately trying to work out large social and economic programs for the mastery of its vast terrain along new and untried lines. Our economic, social and political philosophies must inevitably wage a gigantic and fundamental struggle with theirs. We have confidence in our way. We must make it be a continued success and one that will be copied elsewhere because of its merits.

We are now engaged in this country in making a survey of our childhood. The White House Conference on Child Health and Protection will meet in November, bringing together the

results of the studies of 1,100 experts in this field. They are to present to us the most modern conceptions of education, of health, of recreation and of child welfare. From these findings we should be able to get some new points of view and develop some new plans for the future of our American children. The potential possibilities of any child are the most intriguing and stimulating in all creation. Life and time are our only real possessions. Our children are to have their home on this continent. Their lives are to be spent in the surroundings we leave for them. Is it not time for us boldly, thoroughly and thoughtfully to guide the future management of our natural environment? Our spaces are broad, our range is great. We are but started on our way. We must study our estate and conserve its manifold values. How can we best care for our children in the broadest possible national sense? Under what conditions shall we bring them up? How shall we teach them to do better by our country than we have in this past century of rash and hurried exploitation? We need to do more than to give them food, clothing, training and health protection. We must lead them to see the basic relations between them and nature and help them to protect, care and plan for that part of this great earth which is in our possession. To do so they must live closer to the soil. Bricks, pavements and concrete, factories and lofts, tenement houses and alleys, are poor places to learn of nature, poor places to train boys and girls to think in terms of a continent.

It is the child in the rural home who has the maximum biological opportunity and the best chance of understanding our ever-present contests with natural forces. Our problem in the future will be to provide him with education and health opportunities equal to that of the city child. The proper organization of our governmental units, the proper distribution of our wealth and a thoughtful consideration of the needs of the child will not only make this possible, but, in my judgment, give the maximum advantage in the long run to the rural child. This means a rearranged distribution of educational, social, medical, and other services which we can base upon the highways, automobiles, telephones and radios, and the various paraphernalia which are transforming country life.

With the findings of the White House Conference before us,



my hope is that we can make a deliberate effort to equalize individual opportunity for all of our children, regardless of their location, for out of this equalization will come that strength to our people which will permit us to carry our civilization forward into the centuries. We can be secure upon this great continent if we can conserve its values through intelligent action. The prime aim for us as human beings in the conservation of the continent is to care, protect and plan wisely for those who will inherit it. The day of the amateur in the conservation and preservation of our continent and our child life is past. The highest possible use of all that we know, or can discover, will be needed if we are to steadily advance. We must unite all of our skills and our wills in working out the destiny of the American people.

# CULTURAL STANDARDS AND COOPERATIVE MARKETING

JAMES C. STONE

*Vice-Chairman of the Federal Farm Board*

No student of American life will deny that the farm family unit is the most important factor in the development, progress and prosperity of the nation as a whole, and it is therefore of paramount importance for everyone to see that rural standards of living are maintained at high levels so that the boys and girls who live on the farms are given equal advantages of education and cultural influences with those living elsewhere.

I have always been deeply interested in the activities of the American Country Life Association. The work it is doing is not only constructive, but, in my opinion, is laying the foundation for the salvation of American agriculture, which we all know is the real corner stone of our government. Believing this as I do, I therefore want to express my deep appreciation to Governor Lowden for inviting me to address this conference. I not only consider it an honor but also a privilege to be here and to tell you of some of my observations and conclusions in relation to rural life and how I think it can be improved.

If you will pardon a personal reference, I will tell you briefly of my interest in agriculture and my opportunity of observing rural life.

I was born and raised on a farm in Kentucky, attended the country schools until I went to college, and I did all the things a mischievous country boy does between the ages of eight and eighteen, and, as I look back on those days now, how I wish I could have realized then just how happy and carefree they were. City boys may have as good times as we did but I do not think so. After I finished college I decided I could make more money in buying and selling farm commodities than I could in growing them, and I continued in that business until 1921, at which time the first large farmer-owned and controlled marketing association was organized in Kentucky in which I became deeply interested and of which I subsequently became president and general manager.

This experience over a period of thirty years, in which I have farmed (and am now farming), bought and sold farm commodities and managed a coöperative marketing association has given me a broad view of rural life and of some of the problems of agriculture.

There are many things which can be and are being done to improve rural living conditions. When boiled down into concrete form, the essence of the solution, it seems to me, hinges upon two major factors, namely, better rural educational advantages, and a larger farm income. All other activities radiate around these two factors.

Coming from the South, I am naturally more conversant with conditions there, and, in order to bring more forcibly to your attention the economic and social status of this section, I will give you the following statistics, which have been furnished me by Dr. Carl C. Taylor, of the North Carolina State College.

In ten southeastern and southern states, tobacco and cotton are the two major cash crops. These crops are grown in a large measure under what is known as the cropper and tenant systems. Production credits are furnished by the local banks and by merchants. The prevailing interest rates on this character of credit are 15 to 40 per cent, and even at this high rate, the bankers and merchants, after deducting uncollectable loans, as a class have lost money.

The income per capita of ten southern states in 1921 was \$369 and for the rest of the country \$877.

In Virginia, Tennessee, Kentucky, North Carolina, Georgia and South Carolina, the percentage of the total population filing income tax returns for the calendar year, 1926, ranged from 1.6 per cent for Virginia, to .76 of one per cent for South Carolina. The average annual gross income per farm worker in ten southern states for 1927 was \$609; for the rest of the country, \$1,611.

The average daily wage for male farm laborers without board in the above-mentioned six southern states was \$1.67 and for the rest of the country \$3.25.

The percentage of illiteracy in the nation as a whole is 2 per cent, in nine of the southern cotton and tobacco states (native whites) 6 per cent, and, including negroes 13 per cent. Probably the best index as to whether or not people can and do read

is newspaper circulation. In the nation as a whole one out of every 3.6 rural inhabitants subscribes to newspapers. In nine southern cotton and tobacco states, one out of 12.7, and in South Carolina one out of every 37.1 rural inhabitants subscribe.

Two more concise indices to the standard of living are the percentages of farm homes having rural electric and gas lights and telephones. Seven per cent of the rural homes in the nation as a whole have electric or gas lights and only 2.7 per cent have them in the nine southern cotton and tobacco states, while in the nine highest states, 22.5 per cent have them. Three hundred eighty-seven out of every one thousand homes in the country as a whole have telephones. One hundred forty-nine and five-tenths out of every thousand in the nine southern cotton and tobacco states; one hundred twenty-two out of every thousand in North Carolina, fifty-seven out of every thousand in South Carolina; and in the west-north-central six hundred ninety-five out of every thousand homes have telephones.

These facts seem to me to be conclusive that the standard of living of the southern farmers is lower than the average of the American farmer, and when I found that this condition existed in my own state, I realized that it was the duty of every patriotic citizen, whether he be interested directly in agriculture or not, to do his part toward correcting it.

Where there are such glaring inequalities in the social strata existing in the same community, and often times on the same farm, you cannot hope for the best citizenship and yet, in all my experience, I have seen but few radical farmers. All that the American farmer wants today is an equal opportunity with other manufacturers and business men, as he himself is nothing more or less than a manufacturer.

It is one of the duties of the Farm Board to assist in raising the level of agriculture to that of industry. The Congress, when it passed the Agricultural Marketing Act, recognized this inequality and directed the Farm Board to work almost exclusively through coöperative marketing associations, farmer-owned and controlled, with the idea in view of the farmers ultimately controlling, through their own organizations, the sale and distribution of their products. These conclusions were reached by the Congress after years of deliberation and after conferences with practically every farm leader in America, the main object of

the law being to aid farmers in organizing their own sales agencies so that the distribution and sale of farm products will be orderly and thereby command a fair price under the existing conditions.

Another important mandate of Congress in this law is that the Board is to collect all available information in relation to production and demand of farm products and give this information to the growers so that they can more nearly regulate their production to consumptive demand.

In carrying out the expressed will of Congress, the Board is aiding financially and otherwise existing coöperatives which are properly organized under the law and whose business practices and management are sound, and is also encouraging and aiding unorganized groups to form new coöperatives.

I realize that coöperative marketing is not perfect; that it is subject to all the natural ups and downs of business; that it promises no millenium for agriculture; that a coöperative marketing association will not succeed unless honestly and efficiently managed for the benefit of the grower members who own and control it, and I wish to emphasize that coöperative marketing is not directed primarily against agencies now handling farm products, but rather its purpose is to give the actual producer control of the sale of his commodity.

Speaking generally, the farmer has been so busy trying to raise bigger and better crops that he has left the job of marketing to someone else. The natural result is the development of a marketing system for most farm products that operates more to the benefit of the handler of agricultural commodities than to the grower of them. So far as meeting present day needs of producers is concerned, most of the existing marketing methods are antiquated. In failing to give closer attention to the sale of their products, farmers have not kept abreast with the times in line with industrial organization and consolidation which fact has reduced their trading power to the minimum and has, therefore, reduced their income and, at the same time, the buying power of their dollar.

We have heard much in the past few years of the independence and individualism of the American farmer. In a large measure what has been said about him in this regard is true. Let us hope that he continues to cling to these traits for in-

dependent thought and individual action on the part of the American citizen are the dominant factors in the development and progress of our country. There is no reason why he cannot maintain these qualities and at the same time join with his neighbor in selling collectively provided the coöperative selling agency produces better results for him by a steady distribution of the commodity.

Ten years ago the average business man when coöperative marketing was mentioned immediately said that it was not sound; that no organization could set aside the law of supply and demand. He has learned now that coöperative marketing never was intended even to attempt to do that, but, instead, to keep the law of supply and demand working. When properly organized and handling a sufficient volume of the commodity, coöperative marketing does make the law of supply and demand operative for the farmer and this the old system never did.

More "hocus pocus" has been worked on the farmer in the past few years about the old law of supply and demand than any other pet phrase ever used. No intelligent person thinks he can "lift himself by his own boot straps," nor does anyone think the law of supply and demand can be permanently set aside, but it is recognized that the most important thing in marketing farm products is to regulate the time, manner and place of feeding the supply to the demand so that the producer will get a fair price under existing conditions. This coöperative marketing can do.

It is difficult to interest anyone in working for higher standards of living unless he has money in the bank or has reasonable hopes of putting some there, and this is what the Farm Board is trying its best to help the farmer do.

It is unfortunate that the Board is held responsible (not by farmers in most instances) for the present world depression and the serious drought situation, but we are not discouraged. We realize that we have made some mistakes, and we also know that we have done some good, but neither the Farm Board nor any other agency can help the agricultural situation unless the farmer himself does his part.

The day for farm organization propaganda is passed; it was needed ten years ago and served a useful purpose, but the time has come when the farmer himself must make up his mind as

to whether he is satisfied to keep the old marketing system he has—which I think is responsible for most of his troubles—or wants to develop a better one. If he wishes a better one, the Farm Board will help him get it.

It is my belief that the work of the American Country Life Association will be helped and strengthened more through intelligent farm organization than in any other way.

During the life of the Burley Tobacco Growers Coöperative Association we developed a community organization department, which character of work, in my opinion, is the foundation of permanency in the farm organization. This community work was organized by units in counties by school districts, and the county units were coördinated into a county organization with the idea in view of bringing county organizations into a state or regional organization. We found early in this work that units would not live if the membership was confined to the men of the community only. We therefore broadened the membership to include more women and children from among both members and nonmembers of the Burley Association. We had as a background to all units the business of the association, and brought into its activities, in addition to this, everything that was of common interest to the community as a whole—better schools, better school teachers, better churches, better roads, home hygiene, home improvement and beautification, and everything that leads to a happier and healthier community in which to live.

We found that these community units developed local leadership, a better understanding of the fundamentals involved in coöperative marketing and a sense of loyalty toward their own marketing program. All this convinces me that any work toward raising the level of the standards of living of a community will succeed more rapidly when linked with a definite effort toward increasing the income of the interested parties.

# AN AMERICAN STANDARD OF LIVING FOR THE AMERICAN FARM FAMILY

## A MESSAGE TO THE CONFERENCE

ARTHUR M. HYDE

*Secretary, United States Department of Agriculture*

All who have the welfare of agriculture at heart have one great objective—an American standard of living for the American farm family. But no matter how often that objective may be voiced, it means little until it has been translated into action.

Certainly we need to discuss and work at rural, social, and educational problems. At the same time we must be aware that economic reasons underlie standards of living and education. It has been well said that everything waits upon education, but education must wait upon proper and adequate financing. Financing of schools must wait upon profit—and in the case of the farm, an American standard of living and of education must wait upon the profits of farming. For this reason, the Nation's highest interests are involved in the solution of the economic problems of the farm.

If this be true, we are today putting none too much emphasis on the study and solution of economic problems. Agriculture needs the active support of everyone in its efforts to adjust production to probable demand, to lower its unit costs of production, to achieve orderly, economical marketing through coöperative organization.

Organization is the first step. Unorganized, farmers compete ruinously against each other. Unorganized, they are handicapped as compared with a powerfully organized and well directed business and industrial world. Organized, the six million farm producers of this country can move forward to a position of equality with industry, and having gained that position can hold it against all vicissitudes of the future.

Some have opposed reduction of acreage to bring production within demand on the ground that a year of drought like this with reduced acreage would bring us near starvation. In the first place, the agricultural resources of this country are so vast



that even this most serious drought in our history brings with it no threat of starvation to the general public. In the second place, is it reasonable for us to expect our farmers to raise back-breaking, heart-breaking, and profit-breaking surpluses for 30 years so the rest of us can be entirely at ease in the thirty-first year?

There are those who oppose the efforts of the Government, through the Federal Farm Board, to assist in the organization of agriculture. They have in the past approved the general idea of organization for agriculture, but now the concrete reality disturbs them. Accordingly they accuse us of paternalism, class legislation, and so on. I have only this to say: It has been the boast of our civilization that under our system of government the door of opportunity has been opened, is now open and shall be kept open to all Americans of whatsoever class, calling, or station. Shall we amend that boast now to include all Americans—except farmers?

I ask your help in our efforts to solve the problems of agriculture with our present remedies. The fundamental object to be attained is a rising tide of well being, economic and educational, and an American standard of living on the American farm.

I am gratified to note that in the thirteenth annual conference the American Country Life Association has chosen to emphasize and to formulate ideas upon Standards of Living, and the inter-related topics of the ability to pay. Agriculture needs and is entitled to the best thought and action of those engaged in the industry and of those of us who have been called to give such leadership as we can to the industry and cause.

I am hoping that the conference in Madison, Wisconsin, October 7th to 10th, may blaze some new trails and put up some very definite objectives for us all to attain.

It is tremendously important that we think clearly upon the social, educational, and economic aspects of American agriculture. The future of the nation as well as of the industry itself are at stake.

## BUILDING A RURAL CIVILIZATION

GEORGE RUSSELL ("AE")

I have come to your country to speak not only on poetry but on the building up of a rural civilization. You may wonder whether I, who come from the smallest state in the old world, could have anything wise or fitting to say on this to you who are citizens of the vastest and wealthiest state in the new world. My answer is, that in this size matters nothing. The small states may be regarded as laboratories, where principles can be applied and tested, and problems solved more swiftly than in great states. You may remember that in ancient Greece there were states no larger than an Irish county or an English shire, and it was there that the political wisdom of Europe was born and neither Plato nor Aristotle have ceased to be profound thinkers to our imagination. The problems in the small states force themselves more rapidly upon the attention. There is greater intimacy between their parts. Indeed, the ideal state of the ancient Greeks did not contain more citizens than could be influenced by the voice of a single orator. In fact, everybody knew everybody else, and something of the whole being of the state was alive in the individual.

Well, Ireland is so small a state that an intelligent man can see all its important problems in relation to each other. And agriculture was our greatest problem. For the big cities in America and England were devouring our people. You may wonder what authority I have to speak upon a rural civilization. When I was last in your country I was speaking as a poet of my comrades in the Irish literary revival, and it is not customary to regard poets as wise counsellors upon economic problems. But in my country the poets have always been as much concerned about their country as about their art, and there was no important movement in my lifetime in which the poets did not play an important part. It was their part to give vision and imagination and warmth to movements which might otherwise have been dull and uninspiring.

I was for twenty-five years a colleague of Sir Horace Plunkett in his famous Agricultural Organization Society, which was the

first body among the English speaking people to promote agricultural coöperation in a considered and scientific way. My original qualification for this work was that I had published a frail book of mystical verse and the leader of the movement, who was a wise man, deduced from this that I had imagination and he believed unless you had imagination in his movement it would be a dead and dull thing.

You will remember that economics has been known as the dismal science. Lest you should think I am unpractical, let me emphasize that I have organized thousands of farmers into agricultural and dairy societies, and have drawn up rules for agricultural banks and organized scores of them, and by not one of these did any member ever lose a penny.

It was delightful to me to meet farmers, to be present at their committee meetings, and listen to the rich humor and practical wisdom with which they transacted their affairs. I was present at a committee meeting of an agricultural bank where a member had applied for a loan of five pounds to enable him to get a new suit of clothes. But by the rules money could only be lent for profitable or productive purposes, and the committee did not see how this young man could make a profit out of his suit of clothes and pay the society back. So, they called the man and questioned him, and he explained that there was a girl down the lane who had a tidy little farm of her own, and he thought if he had a new suit of clothes he could blarney this girl into marrying him. Rural wisdom considered his case and decided, wisely I think, that if the girl would not have him in the old suit of clothes she would not have him in the new. I never met more sincere, natural and kind people than the small farmers in my own country, with rich humor and even poetry in their minds.

Now, to turn from my country to yours: I have been frightened as a human being by the exodus of the rural population to the cities which have sprung up so magically in half a century. There was nothing like the modern city in the ancient world. The capital of the ancient Roman Empire had not a greater population than a million people or thereabouts. In the ancient world travel was difficult, dangerous and expensive. The world outside the village was full of vague perils. The

countryman was often serf or slave, and even if oppressed, he could not leave the land. And he was oppressed.

Civilization has always been a flareup on a few square miles of brick and mortar. Outside the great cities, except for the villas of the wealthy or a percentage of strong farmers, there has always been this depression, apathy and ignorance of the finer things of life. I have no doubt Babylon was a mighty city, but I cannot imagine any Babylonian granduer in the heart of the farmer. Most probably under the whip of an overseer he was growing grapes to make the Babylonian king drunk.

Even in the middle ages the world was not known fully and geographers would put on their maps when they knew nothing about the place, "Here be dragons," or "Here be lions." Then came the discovery of the steam engine, and when the railway ran along the land and the swift steamer across the sea, the long pent up disgust of the countryman with his lot broke out and the rural exodus began. This is likely to affect you more dangerously than the nations in the ancestor continents, for you have achieved a greater mobility in your civilization than the world has known before. But what is it leading you to?

In the last ten years 4,000,000 people have left the land in the United States; 19,000,000 acres have gone out of cultivation and 76,000 farms have ceased to exist as farms. One of your editors, Mr. McMillen, says 20 per cent of your population are now on the farms, 15 per cent is enough to produce all the food that is required, 10 per cent properly educated could do it. Yet those who remain produce more than ever before. The agricultural engineer and the agricultural scientist came to the aid of the depressed farmer. They acted like the elephant of myth who saw the motherless chickens and said, "I will be a mother to the poor little things" and lay down upon them. The survivors of their tenderness are really able to produce more, but what is going to happen to your civilization if this process goes on?

If 90 per cent of your people live in big cities and only 10 per cent on the land, I believe that must be a peril to life, to the quality of your humanity. Humanity is like that ancient giant Antæus, who drew strength from touching the earth. In London I was told that only one Londoner of the fourth generation was known. I met him, a creature of aches and ailments

since his birth. I looked with terror on the shrunken anæmic and bloodless population, the third generation of factory works about Lancashire. For I could find in those shrivelled forms no likeness to that noble Adam the father of all humanity, which Michael Angelo painted on the roof of the Sistine Chapel. And it maddens one to think that man, the immortal, the divine, about whom so many prophecies were made, could retrograde to the brute in fetid slums, or mirky alley where the devil hath his many mansions, where thousands of families live each in one room, where no function of the body can be concealed, and modesty and delicacy are creatures ere they are born.

Doctors have told be that many of these slums are so overrun with vermin that the only condition on which a man or a woman could purchase sleep was that they were drugged with drink. The psalmist says, "The Lord gives sleep to his beloved." But in these dark city slums men and women must pay the devil his price for a little of the peace of God.

You do not fear this fate. At present your cities are teeming with vitality because they are fed from the yet unexhausted countryside and by the sturdy peasantries of the old world. But what is to happen to you if only 10 per cent remain on the land, and in two or three generations more of these great cities of yours must perpetuate themselves from their own inherent vitality? It is not only in the country that the engineer and scientist enable fewer people to produce more. It is happening in the cities of the old and new world.

It is because I foresee this, that I wish to get the reformers and foreseers in your country to think of building up a rural civilization, something which the world has never yet seen. It is the noblest and most practical of human enterprises, the building up of a civilization. And it will need the highest political genius to so organize the rural community that something of the culture and prosperity of so great a state will be reflected in the men in the villages and fields.

# THE RURAL CHILD IN A SOCIAL PROGRAM

GRACE ABBOTT

*Chief, Childrens' Bureau, United States Department of Agriculture*

It is perhaps in point to ask why we are discussing rural children rather than children. We do not now believe that children can be dealt with in masses or groups. On the contrary all the evidence is to the effect that in education, in provision for their health and social needs they must be considered as individuals whether they are rural or urban children.

When we are planning a social program for children we consider how to make available not one kind of care but many kinds and ask that those who are responsible for administering the services should be able to intelligently discover what are the needs of the individual child and utilize all the available resources in the plans that are made for each. But I am sure all of you know too well that what I have described is still an unrealized ideal. The services which would make possible an individualization of the needs of the rural child are not available.

In the past the needs of the rural child have not been so adequately served as those of the urban child. In the great advances that have been made during the last ten years in education, in protection of health, in public provision for recreation, in the care of the socially and physically handicapped children, and in the protection against premature employment more has been done for the urban than for the rural child. There have been several reasons for this. The first probably is that the rural child has enjoyed certain environmental advantages which have seemed to make attention to his needs much less urgent, particularly in the field of health and recreation, than the needs of the urban child. I do not need to recite to you the advantages which the child on the farm or the small town in a rural setting has over the city child. The absence of crowding of any kind with the friction and maladjustments which crowding brings is a great advantage. Fresh air, simple food, the opportunity for a happy acquaintance with flowers and birds and animals are the inheritance of the country child. These give him a greater

expectancy of health and have reduced the temptations which lead to delinquency.

But there is another side to the picture. In recent years attention has been frequently called to educational handicap which the rural child has suffered. Inadequately trained and poorly paid teachers place the rural school far below the urban—below a minimum which has long been a national ideal. We now know also that it has been a mistake to assume that because of the health and social advantages which the rural community offers the general needs of rural children from a community standpoint are fundamentally different from the needs of city children or that there is no necessity for providing the health and social services that have been found so helpful in the cities. Rural mothers do not know how to give scientific care to their children unless they are taught what constitutes scientific care. The rural death rate among infants was formerly considerably lower than the urban rate owing undoubtedly to the advantages in environment, to which I have referred, but in the progress that has been made in the urban communities this advantage of the rural children has been greatly reduced. For example, in 1915 the urban infant death rate in the United States Birth Registration Area was 103 and in 1928 it was 69 per 1,000 live births. The rural death rate in 1915 was 94, and in 1928 it was 68, so that the survival rate for the urban and rural babies is practically the same at the present time. In 14 States—Arizona, California, Colorado, Connecticut, Delaware, Florida, Idaho, Illinois, Montana, North Dakota, Oregon, Utah, Vermont, and Washington—the rural death rate among infants is higher than the urban rate. It will be noted that among these States are Oregon and Washington, which have very low infant mortality rates and Arizona and Colorado where the rates are very high.

In addition to the advantages which the rural child has enjoyed because he is rural, the concentration of children in the cities has furnished dramatic evidence of their needs. Moreover, wealth, too, is concentrated in the cities and provision for city children has been more easily possible than in rural communities. The unit cost of providing education, health or social service for a scattered rural population is higher than for a concentrated city population.

The story would be substantially the same in almost any other

field. The rural child's recreational needs were better met twenty-five years ago than the urban child's, but today in the cities which are making more or less adequate provision for recreation through playgrounds, much improved school recreation, provision for summer outings, etc., many urban children have an opportunity for individual and group play which is superior to that of the rural child, who lacks especially opportunities for group play.

In the field of child labor it was assumed when we began to get the children out of the glass factories, potteries, the textile mills, the box factories and other places where they were employed in large numbers that children who worked on farms were learning valuable lessons in responsibility and acquiring good work habits. They were, but investigation has shown that the work on the farm, even on the home farm with the parents, has often been at the cost of school attendance. The country child has in consequence usually attended a much more poorly equipped school and for a much shorter time than the city child.

Recently we have come to appreciate the special problem of the employment of children in agriculture away from their own homes and in what has been called industrialized agriculture. I suppose it is called "industrialized" because the truck and fruit farms, the onion fields and beet-sugar culture have required the employment of a large number of people with relationship between employer and employee approximating that in industry. Employment out of doors even for very long hours and at relatively heavy work is not so bad as employment in the glass factories where the child is exposed to the alterations of heat and cold; but the employment of children in truck gardening at fruit packing etc., has brought hazards of another kind for children. The camps in which they live are often very unsanitary; the near-by rural school frequently finds it impossible to provide for a sudden, temporary increase in the number of children; and in moving about from one location to another as the crops ripen a great many young children escape school for very long periods.

Juvenile courts have made possible consideration of what is necessary for the prevention of delinquency and for the treatment of delinquents on a scientific basis. While the juvenile court laws that have been passed are state wide in application,



the services that are provided are furnished by the county or in a few instances by the city. The result of this is that in a very large percentage of the rural counties there have been no probation officers available for the supervision of children who have become delinquent and there are no clinics for the psychiatric study of these children nor for the discovery and correction of the physical defects which may have been a contributing factor in their delinquency. Statistics reported to the Children's Bureau by 62 juvenile courts show that 43 per cent of the cases brought before the courts were dismissed, 34 per cent were placed on probation, and 12 per cent were placed in institutions. Commitment to an institution is practically the only form of treatment available throughout a very large portion of the United States.

This means that in practice the conduct problems of children in the smaller towns and rural districts are entirely neglected until they become so serious that the community feels the boy or girl must be sent to an industrial school. Even for the seriously delinquent, institutional care is not now universally regarded as the best method of treatment. Resources for study of the causes of delinquency to decide what the treatment should be, supervision in their own homes by a trained probation officer are now considered fundamental to any program for the prevention and treatment of delinquency. These are entirely lacking in most rural counties.

Similarly in the treatment of dependency. The States have, some 43 of them, adopted mothers' aid laws, most of them permissive to the counties rather than mandatory. The amount that is done for the children depends therefore upon county action and in many counties these laws have never found expression in the lives of the children. Poorly administered outdoor relief and commitment to an institution for dependents are in many communities the only available methods of dealing with dependent or neglected children.

It is in accord with the facts then to say that neglect of the rural child is the general rule in practically every field of child welfare. He has been and still is less efficiently served and less considered in our planning than is the urban child. The result is that the initial advantages which the rural child had on ac-

count of environment are being offset by superior provision in urban communities.

At the present time a real appreciation of this fact on the part of the leaders in social service and public health as well as in education is developing and plans are now being presented for meeting the needs of the rural child.

I want to devote my time this evening to a discussion of what the State and the local government might do to meet the social needs of the rural child.

Perhaps I should begin by pointing out that historically we began with the theory of local responsibility for our social-welfare program. In New England the town was the accepted administrative unit for poor relief, while in most of the rest of the country the county was given this responsibility. This tradition of local responsibility came to us by inheritance from England, where each parish was responsible for its own poor. Moreover local responsibility was in line with current political thinking, which had come to associate "local responsibility" with "democracy" and "robust individualism" and "centralization" in the State or Federal Government with denial of freedom and loss of individual initiative.

Although the theory of local responsibility has behind it sound political and social doctrine, nevertheless in both the United States and England it has frequently furnished the explanation of neglect and of shameful incompetence in the care of the socially, mentally, and physically handicapped groups. England has at last succeeded in abolishing the local Poor Law Boards and concentrating the administration of its social services in the county councils.

In the United States whenever investigation has shown that certain services can best be performed by the larger unit the political as well as the social aspects of a transfer to the State have been much discussed.

When Dorothea Dix began her agitation for State hospitalization of the insane of Massachusetts some 75 years ago, she was told that to give up the practice of selling the care of the insane to the lowest bidder in every town in the State would be to strike a direct blow at the foundation principle of local responsibility in Government. As so often happens those who had a vested interest in the maintenance of the existing system made

themselves the champions of the preservation of our form of Government and tried to prevent any losses in their own perquisites by wrapping the mantle of patriotism around them. Those who had no personal interest in either side of the controversy but who were firm believers in local control and at the same time wanted to improve the care given the insane seemed to be asked to choose between their political theories and humane care of the insane. In that particular struggle, political theories were abandoned in support of the facts so ably assembled and presented by Miss Dix and Massachusetts took its first step toward scientific treatment for the insane. Miss Dix met the same argument in State after State but on her showing of the gross incompetence of the rural counties in the discharge of this responsibility the principle of State care was approved.

Many States have adopted the theory that institutional care of dependent or delinquent children or the physically handicapped should also be a State responsibility. In general the argument for this centralization has been that in the counties the numbers to be cared for and the resources available were not large enough to make possible the employment of trained personnel or the scientific classification of the institution population. The county poor farm has lingered, but its functions are disappearing one by one as better types of care are provided for the different groups it formerly sheltered.

At a time, therefore, when the movement for local self-government—meaning usually urban self-government—was growing in popularity and the State government was losing power and prestige, the State was given new duties in social work and in the promotion of public health. There is no question but that this movement was, in general, in the right direction. The State can perform certain functions better than the local government, but in the performance of these duties it has become increasingly clear that the functions of the State and the local community must be made a correlated State and county responsibility. For example, because of this separation the practice of committing to State institutions dependent or delinquent children or those mentally diseased when institutional commitment is clearly not the best, but from the standpoint of the county, the cheapest method of treatment has developed in a number of States. Insane hospitals are not substitutes for a

mental hygiene program and leading psychiatrists now point out that many people are being committed to these institutions who could be better and more cheaply cared for at home under supervision. But the state provides hospital care usually without payment by the local community and a preventive program must be locally paid for. State institutions for dependent children are not a substitute for good case work to prevent the unnecessary break up of families. At the present moment, therefore, interest has swung from discussion of the functions which the State should perform independently to consideration of the State in relation to the local administrative unit.

With the growth of interest in prevention, the efficient functioning of the local unit in social service has become more important. Today we are asking what should be the relation of State and local government in this field as well as which local unit, the community or the county, should be utilized for carrying out the programs that are taking shape. At the present time experts in the fields of education, social service and health favor the development of the larger unit—the county—for local administration. A new and genuine interest in rural health and rural social problems has added to the prestige of the county as the local administrative unit. In order to serve both rural and urban communities it has been necessary to utilize the larger unit. Moreover, except for the larger cities, trained, professional personnel, now recognized as necessary in both fields, can be provided only when the larger taxing unit is made locally responsible. The trained personnel which this work requires has not been employed in all the county welfare units established, but trained personnel is employed in a sufficiently large number to warrant the statement that the movement for an efficient functioning of the county as the local administrative unit in both health and social service is well underway. At the present time there are more than 400 full-time county public health units, 80 per cent of which have had or still have the assistance of Federal, State, or foundation subsidies. Most of these full-time county health units are in the South, where a long struggle with malaria, hookworm, and more recently with flood conditions has educated the public as to the need of an efficient, permanent local organization. This condition prevails in the West, where new forms of public organization are more easily introduced.

In the child-welfare or public-welfare field, as it is often called, more than 300 counties have undertaken a county-wide program without subsidy by the Federal Government or by the foundations and usually without a State subsidy.

In the organization of full-time child-welfare or public-welfare services on a county-wide basis, New York, Minnesota, North Carolina, Alabama, and California have led. We now look to Wisconsin for a real contribution to our social thinking on this subject as a result of its new county program.

With this general decision in favor of the county there remains the question of the relationship of the State to the county. What is the part that the State should play? In general the State departments of health and of public welfare are taking the leadership in promoting the establishment of county units and are developing a new technique of service to the counties. The general educational work as to needs and method of organization is done by the State; the State Department loans to counties not able to employ a full corps of experts, trained and experienced personnel for demonstration or for assistance in special problems. In social service there is frequently coöperation between State and county in difficult case work; the transfer of the records of clients who move from one county to another is effected through State machinery; and interstate aspects of local problems are usually the responsibility of the State. The State has also been helpful in raising the standards of the work by urging or, when the law allows, by requiring the appointment of trained personnel and by encouraging local officers in their struggles with the selfish local forces that would destroy or render inefficient the county program. What is needed by the trained county welfare worker who must be responsible for all kinds of services is assistance—expert assistance—from the State rather than supervision. In a State in which the State Department has not this trained personnel the county work lags correspondingly. Most counties must for some years to come look to the State for the specialists whose assistance is needed in planning and evaluating work, in handling specially difficult problems, and in many other ways. Failure to provide these specialists means great social losses—it also means money losses because institutional commitments to the State will con-

tinue to grow, unless help is given in the development of the preventive program.

Whether or not coöperation between State and county should take the form of financial aid by the State to the local work is being much discussed. The counties are, of course, unequal in size and still more unequal in wealth and in the number and efficiency of the local private social and health agencies. The same sacrifice in the form of taxation brings very unequal returns in county A as compared with county B, and the poorer county, particularly in mining and small industrial districts, often has more social and health problems than has the wealthier community. The fact that a child happens to reside in county B which has a low taxable property valuation is no excuse for depriving him of reasonably adequate educational, health, and social services. The collection of funds from the State as a whole and its redistribution to the counties can help to equalize these differences and make possible through indirect as well as direct taxation on approximation of equality of treatment. State subsidies for education under one form or another are being generally adopted or greatly increased in amounts. The amount of State aid varies greatly but it has been increasing in recent years. For example, in New York, appropriations for State aid to local education increased from approximately \$7,500,000 in 1919 to more than \$86,000,000 in 1929. The plans adopted for the educational equalization funds should be studied by both health and social welfare officials who are interested in this whole problem. Eleven of the States are now paying one-third or more frequently one-half of the local cost of mothers' allowances for the care of dependent children in their own homes and many are asking why not then assistance in providing other kinds of social service—for example probation officers—since an adequate probation service not only would provide better care for delinquent children but would reduce the number of commitments to the State institution for delinquent children?

I began by saying that the rural child as a child does not differ greatly from the urban child in his needs and capacities. He starts with certain advantage over the urban child but in recent years provision to meet the needs of the urban child has so greatly exceeded provision for the rural child that the latter is now at a distinct disadvantage. There are more children in

rural than in urban communities so that this is, from a national standpoint, a most unintelligent organization for promoting the health and welfare of children.

In view of this situation, those of us who are interested in the rural child ought to ask ourselves this question; in order to provide equality of opportunity for American children, do we not need in addition to the expert assistance given to counties by the staff of the Children's Bureaus in our State Departments of Public Welfare and State Departments of Health in building their local programs, some form of state aid which will assist in providing a nearer approximation of that equality of opportunity which we regard as the birthright of every American child?

## A. C. L. A. STUDENT CONFERENCE

E. L. KIRKPATRICK  
*The University of Wisconsin*

Eighty delegates representing 18 colleges and universities participated in the Student Section of the A. C. L. A. Conference held at Madison, Wisconsin, October 8-10. Student Section sessions were in charge of Helen Melton, Iowa State College, and Harley Burton, West Virginia University, President and Secretary of the Student Section, assisted by committee chairman, including Evelyn Holden, West Virginia University; William Carpenter, University of Tennessee; Lee Jewell and Frank Clements, University of Wisconsin; Eleanor Parkhurst and Reva Gooch, Western State Teachers' College, and Ralph Miller, Iowa State College.

The program consisted of three social and business meetings and three discussion sessions. It was set up according to the plan arranged at the preliminary Student Conference held at Madison, March 28-30.

The first session, a dinner meeting, was in the nature of a welcome by the Blue Shield Country Life Club of the University of Wisconsin to visiting delegates. Introductions, handshakes, games and songs helped make merry. Festivities ended all too soon in order that delegates might attend the Rural Talent Demonstration Program presided over by A. G. Arvold, of the Little Theatre of North Dakota.

Another session, the Thursday luncheon, capitalized on the experiences of "Collegiate Rural Life Clubs as They Influence Standards of Living." At the close of this meeting Liberty Hyde Bailey gave an inspiring talk on the nonmaterial aspects of rural standards of living.

At the Friday luncheon three Collegiate Clubs were affiliated with the A. C. L. A. according to the new affiliation plan worked out at the preliminary meeting in March and adopted by the Board of Directors of the A. C. L. A. These clubs were Blue Shield Country Life Club, University of Wisconsin, Country Life Club, Western State Teachers' College and Rural Life Club,



Milwaukee State Teachers' College. Frank O. Lowden, President of the A. C. L. A., presented certificates of affiliation to these clubs.

#### DISCUSSION SESSIONS

The three discussion sessions centered on Collegiate Clubs in relation to standards of living of (1) rural communities, (2) rural families, and (3) individuals, with emphasis on leadership. Procedure was based on statements or reports brought in from the larger conference forums, of which there were eight, and the discussions were free, frank, and fruitful. Probably there was no student present who failed to participate. As summarized by the student committee:

"The discussions began by stating problems confronting rural communities, as students saw them. These included recreation, discovery of rural talent, revival of church activities, struggle between conservatism and modernism, attitudes of trained youth, organization, desire for reading, lack of appreciation of resources, coöperation of factions, appreciation of rural life and development of right kind of leadership.

"Out of these problems the group decided first to tackle the question of how to find hidden talents in their home communities. Methods brought out included having members volunteer, competition between groups, and chance assignment.

"Next, the group concentrated on adult education through a desire for reading, appreciation of the advantages of rural life, and development of rural self-respect through appreciation of the dignity of rural life. The advantages of rural life listed and discussed included natural resources, opportunities for reflection, self-reliance and individualism, feeling of security, genuine neighborliness and family unity with common interests. Concrete examples were given to show how different clubs had developed an appreciation of these advantages on college campuses and in rural communities. This session culminated in realization of a need for rural self-respect to lend dignity to clubs in colleges.

"The final discussion session centered on the development of qualities of good leadership. Qualities seen in good leaders were listed and emphasis was given to ways of further developing these qualities in club members and others."

## BANQUET

The banquet was an outstanding feature of the entire program. More than 70 were present. F. G. Beckman, Editor of the *Farmer's Wife*, gave the main address and Carl R. Hutchinson, in charge of research at Chicago Theological Seminary, gave a vivid summary and interpretation of the Student Section Conference. It is hoped that this may soon be made available to visiting delegates and others.

## STUDENT SECTION OFFICERS

Reva Gooch, Western State Teachers' College, and Ralph Miller, Iowa State College, were elected president and secretary of the Student Section for the coming year. Both become student representatives on the Board of Directors of the A. C. L. A. Helen Melton, former president, was chosen as the editor of Student News for *Rural America*.

# ABILITY TO PAY AND STANDARDS OF LIVING

## A SUMMARY STATEMENT

P. E. McNALL

*The University of Wisconsin*

An all-inclusive definition of those quantities and qualities which go to make up the standard of living of any group was not assumed as a basis for discussion in this forum. Those items to which money values can be placed were given primary and in some instances sole consideration. Included in these groups of items are: food, clothing, rent, furnishings, household operation, health maintenance, personal goods, and insurance.

Living standards are receiving additional consideration these days in connection not only with farm home problems but in connection with farm community programs of various kinds.

Director Anderson, of South Dakota, told how their extension workers were showing the standards of living of various farm communities, and were then working out with these communities more desirable standards. In some instances the changes included such items as more schooling for children, in others more medical care, while still others felt they needed better organized social and religious programs. Household conveniences were stressed in all communities so as to relieve some of the drudgery of house work.

After working out the community's needs, which usually outran the cash available for the family needs, ways of adding to the income, through better organization of the farm, were discussed. As a result of these discussions many changes are being made on individual farms which will either add to the income or subtract from the expenses of those farms.

Desirable standards of living should also include a close and intimate working out of farm, family and personal problems about the fireside of the home. As father and mother learn more of the perplexing little problems that block the paths to happiness for the children, or as children and mother become familiar with father's farm and business worries, and father along with the children learns to appreciate the thousand little extra duties that come mother's way, each day a common ground for understanding is found. This usually results in the development of those qualities of thoughtfulness and tact which are essential to every home.

Efforts of the individual farmer to increase the ability to pay are supplemented by efforts of various organizations, through coöperation and legislation, to shift unusually disproportionate burdens, such as taxes, and revise such laws as the tariff which do not meet the needs of the farmer.

STANDARDS OF LIVING AS A BASIS FOR ORGANIZING  
AGRICULTURAL EXTENSION PROGRAMS

EUGENE MERRITT

*Extension Economist, United States Department of Agriculture*

There is one very basic principle in extension work that we all have to recognize if we are going to succeed. In building an extension program for the farm and farm home the first problem of an extension worker is to make the people conscious of their own difficulties. To illustrate this point I am going to present the method that we have used in helping the farm people to arrive at what would be a satisfactory or unsatisfactory standard of living through the farm and home economic conference.

The Farm and Home Economic conference is generally two days in length and attended by 200 to 400 farm men and women and business men interested in rural problems. On the morning of the first day some one opens the meeting with a discussion of the National Outlook for the important enterprises within the county. The second speaker is the home demonstration agent, who presents farm home conditions as she found them through surveys. She ends her talk with a budget showing how much cash is being spent for home-making purposes at the present time and how much the farm people consider necessary to purchase what are to them the minimum essentials of life. Her talk is followed by the county agricultural agent who shows the agricultural trends and the findings from the farm management survey. Generally the amount of cash left for the home after paying the farm expenses are not enough to cover the home requirements. These presentations give the following background for all the discussion groups. What are the minimum essential requirements for home making under these conditions and how must a farm be organized to meet these requirements?

In order to obtain the background for the discussion a list of questions or a questionnaire couched in terms in which they are accustomed to think and a study of which will reveal to them the strength or weakness in their home conditions is used. After these questions have been formulated by the coöperation of the staff at the agricultural college, the local extension workers and the leaders of the women's clubs, these leaders are brought together and given training in filling out one of these schedules for their own community.

As soon as the community schedule is completed it is brought to the county extension office and analyzed. In filling out these schedules between 100 and 200 farm women in the county have had to go over in detail many facts with reference to their own and their neighbors' homes. They have already become conscious of many of their problems.

A second method used has been to draw a series of circular letters advising them that a county farm and home economic conference is to be held and requesting them to make certain observations and come prepared to discuss these observations at the county meeting. From 100 to

150 women are members of these different discussion groups so again they are made conscious of their farm home problems. Out of this discussion of what the farm women think is absolutely necessary, grow a series of recommendations relating to a standard of living which the farm women think necessary under conditions in their county.

These conferences have made clear that there is very intimate relationship between standards of living and certain situations that the farm family meet in the course of their career. A clear concept of what standards of living they should have and the ability to analyze the resources in their present farm may lead them to a reorganization of their present system or increasing the efficiency.

With a knowledge of this sort it is easier for the farm boy or girl to decide whether to remain on the farm or go into some other occupation. A clearer understanding of the resources in agriculture and satisfactions to be attained from a life on the farm compared to the conditions in other professions is necessary to make a satisfactory decision. Another situation where standards of living need to be considered is when a young couple having accumulated sufficient funds wish to make the first payment on a farm. Here again the ability to analyze the resources in the farm and what it will provide in the way of living may determine their success or failure in life.

In every county where the Farm and Home Economic conferences have been held the farm women have been able to suggest for themselves a standard of living which is an improvement on what they are now enjoying and the farm men a system of farming possible under their conditions of providing this living. All great human forward movements have grown out of the longings of the people. I feel that the farm people have within themselves desire for this better standard of living and the brain power to work out solutions to their own problems if they are properly guided in their thinking. The job before the Country Life Leaders is to mobilize this brain power and direct its activities. They are looking to you for this leadership.

## HOW THE PLAN WORKS IN SOUTH DAKOTA

A. E. ANDERSON

*Director, Extension Service, South Dakota State College*

In six counties in South Dakota last year, farm families estimated the cash income which they thought adequate for a desirable standard of living on the farm. The next problem was to secure such an average income from the farms in those counties. Discussion and development of plans on this basis was conducted at what we call the County Farm-Home Economic conferences at which 125 to 200 farm families were represented. As a basis for discussion, preliminary surveys were made in the counties both as to the budget expenditures of farm families and the incomes received from fairly typical farms in the counties.

In Brown County, 37 farm records were taken from 37 half-section farms scattered over the county. This size farm is typical in Brown County. The net income for 1928 on the average for those farms was \$455.

The women also took up a community questionnaire which was answered by the membership of 28 home extension clubs representing 600 women. This questionnaire furnished information on the present practices in vogue in the farm homes in Brown County and the various budget expenditures. On the basis of this survey, the women assembled determined that a \$1,600 cash income was essential to maintain the standard of living essential for social equality with people in other endeavors with like ability and ideals.

It was apparent now that the present farm income does not bring in the cash to maintain those standards. The conference then seriously determined how to improve the farm income to provide the necessary cash income.

In brief, the procedure followed was this. In Brown County the 200 people assembled during the forenoon, at which time a discussion was given on the production and marketing outlook, indicating both short and long time trends. This provided the basic background for discussions and recommendations of the various commodity and enterprise committees. Charts were shown indicating the trend of crop and livestock production in the particular county for the last 30 or 40 years. This gave local background on which to work. The farm management survey results were next displayed. The home or general family budget information was next discussed. The conference then resolved itself into committees to consider recommendations for improvement of the farming systems in the county. The women's committees undertook to outline the minimum requirements in food, clothing, equipment, etc., desirable for the average farm home. Extension specialists from the State College were present in all of these committee meetings.

The farm management or farm organization committee took the recommendations of the various commodity committees, developed recommendations for one or more systems of farming in the county that would provide the income desired or determined upon.

When the conference saw the apparent discrepancy between the average income derived from Brown County farms and the amount needed they became very serious in their consideration of developing an agricultural program to meet the situation. They found that \$5,000,000 of the \$9,000,000 gross income, came from wheat. It provides the largest single source of income and while the trend of wheat acreage is diminishing, it is still the most important factor in Brown County farming. Desirable as it might be to further reduce wheat acreage, and provide alternative sources of income, it was recognized that the change must come slowly. Their problem then was to increase the efficiency of this enterprise and to make it more profitable. A percentage gain in this enterprise meant a much larger total in the income than an equal percentage gain in some smaller enterprise.

While it was obvious that all the committees made pertinent recom-

mentations for improvement, these could not all be followed out in an agricultural program in any one year. Neither the county agent nor the farmers themselves could undertake such a wholesale program. They centered upon crop improvement for 1930 and succeeding years as the first organized effort to increase farm income. The cash crop and feed crop committee set a later date of meeting, which lasted a full day and was held approximately a month after the general conference. Some 38 farmers attended this meeting, elected 7 of their number to be the permanent Brown County Crop Improvement Committee, who with the county agricultural agent, the agronomy specialist, and other interested agencies would develop and carry through a program of wheat improvement in the county. They made a survey and found that in 1928, 41% of the wheat shipped to terminal markets was graded smutty and was sold at a discount. Most of the wheat also graded mixed, and it further contained a large amount of dockage. The Improvement Committee, therefore put on a smut treating campaign, found sources of pure seed, both in the county and without, secured coöperation of the elevators to ship in pure seeds of adapted varieties, secured farmers to grow pure seed who now have 53 fields certified, put on six variety demonstrations, scattered over the county. A two-day crop improvement school was held in May for elevator managers in Brown County. These managers were informed of the crop improvement program in the county, and their coöperation solicited in the smut reduction work, installing of suitable cleaning machinery. They were given demonstrations in grain grading and agreed to pay a premium for grade, quality, freedom from smut, etc., so that the wheat producer would get the maximum price for improved quality of grain. A two-day seed school has been scheduled for December to further the present program.

In Lincoln County, a corn and hog section, where considerable livestock production and feeding takes place, it was found that the sale of hogs provided 46% of the income, and sale of beef, 34%. Livestock and products from livestock provided 93% of the gross income of typical farms in that county. The conference in that county therefore, determined to improve the income from the main sources of revenue, consequently, the hog and beef cattle committees were made permanent. These committees in coöperation with the county agent and the farm management extension man undertook enterprise studies, keeping of records of costs, production management, in order to increase the income from these enterprises. In this county it was determined that reorganization of the farming system was not so essential as in Brown County where a transition is being made from grain farming into more livestock and dairy production. What is needed in Lincoln County is increased efficiency in the prevailing system.

In Codrington County the Farm Management Committee took the active part, organized themselves into a permanent committee, meeting once a month, partly as a discussion group and partly in carrying on a project of keeping farm accounts, as a basis for making changes in the business management of farms in that county.

In summarizing this discussion, we have found no incentive in our extension experience, so potent in creating a desire to improve farm incomes as the appeal for sufficient cash from the farm to provide a high standard of life on the farm. It draws the whole family into the picture, and co-ordinates better than any other method we have found, the interests of the home and the interests of the farm to work for this ideal. The entire family becomes involved in making the farm provide an adequate income and then in spending that income wisely. The standard of living dominates both the farm and home improvement program.

## FACTS ABOUT FARM INCOMES

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The standard of living of the farm family, as we usually measure standards of living, goes up or down as the net farm income is high or low. When considering farm incomes as related to standards of living, certain facts can well be taken into account. It is the purpose of this paper to discuss a few such facts, namely:

1. Variations in incomes in different sections of the United States.
2. Variations in incomes in different areas of one state.
3. Variations of incomes from season to season.
4. Variations of incomes on different farms in the same area.
5. Location of differences in incomes which point out opportunities to increase incomes.

Average farm incomes of farm families were found, by the Bureau of Agricultural Economics of the U. S. Department of Agriculture, to vary in 1928 in different sections as follows: Western States, \$2,171; West North Central States, \$1,798; East North Central States, \$1,170; South Central States, \$1,121; North Atlantic States, \$1,105; and South Atlantic States, \$639. These data were taken from the United States Yearbook of Agriculture for 1930. They are based on records of their own farms submitted by farmer crop reporters. The smallest number of reports from any area was 1,247 from the Western States and the largest number was 2,757 from the South Central States. Because these reports were from farmers who are as a rule more progressive and efficient than the average and in many cases are on larger farms, these data cannot be used safely as indicative of the average incomes of all the six and one-third million farmers in the country.

In Illinois a comparison of the farm incomes shown by from one thousand to two thousand farm account records, carefully kept, during each of the past five years, with incomes of all farms as indicated by farm to farm surveys of typical areas, shows that record keeping farmers make



about two percent of their investment more net income than the average run of farmers.

While there are too many unknown and uncertain factors involved for us to take these records collected by the Bureau of Agricultural Economics as indications of exact earning power of farmers, they do bring out the outstanding fact that there is a wide range of average farm incomes from a few hundred dollars per farm per year in some sections up to two thousand dollars or more in other sections.

A second fact about farm incomes as related to standards of living that many of us as state-wide extension workers can well consider is the wide variation in farm incomes in different areas of a single state. This may be illustrated by data collected in Illinois for the calendar year of 1929. In connection with the Illinois extension project in Farm Organization and Management, carefully kept farm account records were secured from more than ninety of the one hundred and two counties of the state. About two thousand such records were secured. In DeKalb County, which is in the good farming area of Northern Illinois, the average farm receipts less farm expenses for thirty-five farms was \$3,947 per farm. In contrast to this the average farm income on forty-six farms scattered over five counties in the red top growing section of Southern Illinois was only \$1,386 per farm. In Jo Daviess County, which is in the very hilly, unglaciated section in the extreme northwest corner of Illinois, the average farm income on thirty-two farms was \$2,909 per farm. General conditions during the year 1929 were about equally favorable in these three areas.

If necessary adjustments for the superior work and somewhat larger farm units of record keeping farmers are made, we would estimate the average farm incomes for all farms in the different areas of Illinois as varying from about \$900 in the red top area in southern Illinois to \$2,700 in the better cornbelt counties. To this might be added the \$300 to \$500 in farm produce used on the farm which our Illinois records show is used.

However, this does not represent the income that can be used by the average farm family for living or investment. It represents what the family that is operating a farm free from all debt would have. The fact is that on the whole, nearly one-half of the incomes indicated above must be used to pay rent or interest on indebtedness on real estate and equipment. This means that, in Illinois, the actual average incomes useable for family living and investments varied in different areas from probably about \$500 in Southern counties to \$1,500 in the better corn belt section.

What is true in Illinois as regards differences in farm incomes in different areas is true in most, if not all, states.

A third fact that has a very definite bearing on farm finances and family living is the great variation in incomes from year to year. Referring again to the farm financial records collected in connection with the Illinois Extension Project, we find that the average annual farm incomes of from one thousand to fifteen hundred account keepers approximated \$2,650 in 1924, dropped to \$2,180 in 1925, to \$1,795 in 1926, and to \$1,600

in 1927. In 1928 it came up to about \$2,030 and increased still further to \$2,340 in 1929. Production and prices for 1930 indicate a material falling off of farm incomes for this year as compared with 1928 and 1929. There is very little variation in cash rent or interest on land indebtedness from year to year. Consequently on cash rented farms and owned farms where there are heavy debts, there is great yearly fluctuations in the portions of farm incomes that can be used for family living. Where share rent is given the fluctuation per farm family is not so great because the landlord shares in the seasonal variation in incomes.

One of the greatest advantages of diversity of crop production and diversity of sources of income is that they insure a much more uniform farm income from year to year than where most of the income is from only one to two products.

A fourth fact that may well be considered as we view the relation of standards of living and farm incomes is that for any one year there is a very great difference in incomes from farms in the same area or locality. Referring again to the data showing differences in income in different areas of the United States, we find the following conditions. In the Western States, while the average farm income in 1928 was reported as about \$2,170, 5.8 per cent of the farms reported nothing left after expenses were paid and 8 per cent reported incomes of over \$5,000. In the East North Central States, while the average was \$1,170 per farm, 7.8 per cent of the farmers reported no income above expense and 6.3 per cent reported farm incomes of \$3,000 or more above expenses. In the South Atlantic States where average incomes were lowest, with an average of \$639 per farm, while 18.3 per cent reported more expense than income, 6.8 per cent showed farm incomes of \$2,000 or more above expenses.

In one of the Illinois Farm Bureau Farm Management Service groups, are two farms that show extreme variations in incomes. Most of the income on both farms is from pork produced for the general market. During the past five years, one of these farms has consistently had a net income amounting to from \$6,000 to \$8,000 per year more than the net loss on the other farm. During this five years the one farmer has bought additional land, built a fine modern house for his family, added to his investment by improvements to soil and buildings, and taken his family on vacation trips. The other, a landowner, lives in an old tumbled down house, has very few conveniences and is in debt to his home merchants. The land in the less profitable farm is naturally the better of the two farms.

Since the standard of living of the people of any section or local area depends on the standards of the individual families within that area, this fact of differences in individual incomes is of major importance. In this difference in incomes in every locality may be seen a great opportunity to increase the individual farm income and the standard of living of the individual farm family.

The fifth fact with which we will deal in this discussion is that individual farmers can, by coöperative action, locate opportunities to increase farm incomes and learn how to bring about the desired increase.

The most profitable one-fifth of the 380 farm records included in the fifth annual report of the Farm Bureau Farm Management Service, a co-operative enterprise in central Illinois, showed an average farm income approximately \$3,400 above that of the least profitable one-fifth of them. A careful study of the records enables one to locate most of this difference in incomes. Variations in yields of grain crops accounted for about \$1,100 of the difference. Differences in the efficiency with which livestock was produced and fed on the two groups of farms accounted for about \$965. Only about one-half of the grain produced on these farms was fed on the farms. In areas where most grain is fed, this matter of livestock efficiency becomes of relatively more importance. Differences in amounts of livestock produced on the two groups of farms accounted for \$125 of the total difference. Over a period of several years, livestock farms in the corn belt counties of Illinois show rather consistent advantages in income over the grain selling farms. In case of individual farms, differences in kinds of crops grown account for considerable difference in incomes. Because of unusual price relations, such differences did not account for much of the difference between the high and low groups in 1929. Differences in prices received for products sold, also account for some difference in incomes in individual cases, but this factor is of minor importance when we consider the high and low groups. The more profitable farms spent averages of \$190 per farm less for upkeep of horses and machinery, \$110 less for labor, and \$105 less for miscellaneous expenses, than did the less profitable farmers. It may well be noted that with about \$400 less expense for labor and power and machinery, the more profitable farms produced \$2,185 more income because of better yields and more and better handled livestock.

While these data show that the big opportunity to increase individual incomes lies in increased production of crops and livestock, it is true that in many individual cases, the low net income may be due to heavy expenses for labor, power and machinery, mixed feeds, etc. For this reason, the extension worker who undertakes to bring about an increase in the farm incomes of any area by putting on an intensive crop production or livestock production campaign without taking into account other factors will more or less miss the mark. There will be many farms in such an area to which such campaigns will not apply.

These, then, are some of the facts that may well be considered as one studies the subject of standards of living as related to farm incomes. First, there is a wide variation in the incomes and consequent standards of living of farm people in different sections of the United States. Second, this same variation of incomes and standards in different general sections of the country is found within each state so must be considered by state extension workers. Third, seasonal differences in weather, insect damage, disease and prices cause great differences in incomes from year to year. Fourth, there are remarkable differences in incomes among farms in the same locality. Fifth, in the locating of the sources of low farm incomes on the individual farms and the study of practices followed by

the more successful, lies one of the best opportunities for increasing incomes and consequently for raising the standard of living of the farm families.

## WHAT IS TO BE DONE ABOUT IMPROVING FARM FAMILY LIVING

DR. JOHN D. BLACK

*Harvard University*

I shall begin my answer to this question by paraphrasing a famous aphorism and saying that *the way to improve farm family living is to improve it*. This may seem like a foolish thing to say; but it is needed, for the simple reason that by far the largest part of the work thus far done along this line by rural sociologists has not been directed specifically at improving farm family living.

Farm family living comprises a lot of different things. Even housing involves a lot of different questions, such technical questions as those relating to types of building material, types of insulation, floor plans, windows, screens, porches, closets, sinks and cupboards for the kitchen, water systems and drains, heating arrangements; and such social questions at the relative first cost of different sorts or arrangements of all the foregoing, the relative costs of upkeep and repairs, the comparative consumption economy of spending income on expensive vs. cheaper housing vs. an expensive automobile, or on recreation or education; the comparative farm family economy of spending income on such housing vs. on farm buildings, machinery or better livestock; such further technical questions as those involved in improving an old house at as little expense as possible, or installing modern conveniences in it, and the related social questions. Family health similarly involves a large number of questions partly technical and partly social.

Research in this field is needed—very much indeed;—but the time is now come when it should mostly be directed at getting the information needed preparatory to programs of extension. Any one project should be limited in most cases to one phase of family living, such as housing, or water systems, or food, or health, or recreation.

To be sure, there are those who argue that we can only improve our farm living by increasing our farm incomes—that money is needed for improvements in housing, health, etc. Much time has been spent, considerable of it wasted, trying to settle the question as to whether in practice a higher income means a higher plane of living. The studies show that, on the average, larger incomes and higher expenditures on living are found on the same farms. But *there is absolutely no evidence in this as to which caused the other*. A reasonable assumption would be that the two grew rather closely together, sometimes one leading a little and sometimes the other.

It is obvious that when expenditures are used as a measure of scale of living, the scale of living cannot in very many instances appear high when the income is low. We cannot spend what we do not have—except by borrowing or drawing on reserves for a few years.

But a true measure of scale of living would show that many families with modest incomes were living better, having better food and clothes, better health, more home comforts, more satisfaction from reading and recreation, than the average of those with much larger incomes. The amount of money spent on living is a poor measure indeed of the amount and quality of it. It is a measure of input when what we are interested in is output; and what is more important, it does not include one large part of the input, namely, the time of the members of the farm family spent on improving the family living.

A more helpful basis for programs of improving living is to assume that a large measure of improvement can be obtained with only a small expenditure of money, simply by a better way of spending present income, and of using the time of the members of the family. Projects in extension, preceded by the needed research, can be developed which call for only small expenditures of money income. Experience is to the effect that once such improvements are made, they are so appreciated that larger amounts of money are found somewhere for more expensive improvements, and that very shortly the money income is increased—the desire for the improvements has stimulated the farm side of the business to greater efficiency.

## HOW ORGANIZED LABOR USES STANDARDS OF LIVING AS A PRACTICAL OBJECTIVE

JOHN R. COMMONS

*The University of Wisconsin*

Of the two classes of laborers in this country, more than half are now wage earners and probably about one-third are dirt farmers. You do not like the term “dirt farmer” but that is the way in which I distinguish the landlord farmer from the family farmer.

The difference between the farmer and the wage earner may be distinguished as the difference between a wage psychology and a rent psychology. When the laborer goes for higher wages, what he does is to take his wife out of the factory and to send his children to school, not depending on the wages or work of his women and his children, but supporting them out of his own earnings. And although his wages rise, seeing that he has taken his wife and children out of the factories, he cannot save any money. He is always living up to the limit of his high wages. The wage-conscious man does not save money, does not usually own a home, does not speculate on the future earning power of property.

But what does the farmer do if he can boost the prices of his product,

or if he can form coöperatives, or if he can form organizations to improve his income? I cannot speak generally of all farmers. I will speak of German farmers in my own neighborhood. They came into that neighborhood as peasants from Europe. They had their women at work and their children at work, down until the present time, and what they have done has been to double, or treble, or quadruple, the prices which they will pay for land. The earlier American settlers sold their land to the Germans at two or three times what they had formerly been worth. The new peasants that came in were able to pay that higher value of land because their women worked, their children worked, and they both worked long hours.

This is what I mean by a rent psychology. He works at low standards of living, requiring his wife and children to work long hours, until he reaches the time when he can retire and live on the rent. But wage psychology never does this. Wage psychology raises the standard of living and it does it by taking the women out of the factories and putting the children into school.

There has been a valuable study made within the last year, by one of the professors in the University of California, of 70 printers in that locality who get about \$50 a week for 44 hours of labor. There is only one of those families, as I remember, where the wife contributes to the family income. In one or two cases she takes in boarders. There are no children working. The wage-earner is not saving anything. He is putting it all into his family. That is what we call "raising the standard of living."

On the other hand there are low standard-of-living people who have come to this country and get the wages of the high standard people. They are the thrifty people. They are people who can save money. It is from that type who have a low standard of living that large savings come.

So we have two kinds of psychology, the wage psychology which has been growing proportionately much larger than the rent psychology. A hundred years ago nine farmers' families were required to support 10 families. Now there are only three farmers' families that support 10 families.

The wage psychology reached its turning point I would say about the decade of our Civil War, 70 years ago.

Seventy years ago in the city of Boston a machinist, a member of the machinists' and blacksmiths' union, developed the argument, and his union adopted it, that shortening the hours of labor increases the pay. At that time such a doctrine was entirely against all of the teachings of economists and against the wage psychology of the wage earners themselves. It was against the capitalists' argument down until recent years. But capitalists are now accepting this Ira Steward argument of 70 years ago.

Ira Steward proposed to substitute what I call the Golden Law of Wages. It is this: he took into account the customs and habits of the wage earning people. He claimed that the most powerful of all inducements, the greatest power that we have, more powerful than government, more powerful than organization, was Custom, and he said we will now improve the customs, improve the habits of the people, and we will do it by legislation

in all of the states and the municipalities, by enacting laws prohibiting wage earners from working more than eight hours a day. The results would be, according to his theory, that the working men, with more hours of leisure, would acquire more tastes and habits for things that they did not have. If they get up early at four o'clock in the morning, he said, nobody sees them on the streets, they come home after dark and nobody sees them. They have no pride. They are tired out. They cannot think. But he said, after this short-hour legislation is in existence for a while they will find their tastes, their pride, their habits of dress, the clothes that they wear, are improving; that they will be ashamed to have their women and children earning a living for them.

He claimed that, if they had more leisure for the wage earners, it would lead to an improvement of the customs, of the standards of living, of the people, the most powerful motive because it was not an individual motive. It was something that was compulsory, forced upon each individual by the pride and opinions, by refusals to work with them, by refusal to work at low-standard wages, by criticisms others were making against them if they did work at low wages.

Ira Steward's scheme of legislation broke down, but when the American Federation of Labor was organized, it was organized on the basis of Ira Steward's doctrine. The argument of the American Federation of Labor for the past fifty years has been; shorten the hours of labor, raise the standard of living, and this will force higher wages. Higher wages will compel the employer to introduce machinery and eliminate waste, and the increased ability to pay the wages will be the effect of raising the standard of living.

When the farmer gets these higher wages, when he gets this higher efficiency, when he gets the farm board and all these federal agencies to help him to get lower rates of interest, or higher prices, or possibly to get cheap Mexican labor, what does he do? He does not take his wife out of the factory or the farm work, he does not take her out of the kitchen. He does not take his children out of the factory and put them into school unless compelled to do so by law. He has them working much the same as before, the same standards of living, and he bids up the values of land. That is the farmer's rent psychology. I do not see therefore how Ira Steward's wage psychology is going to work for farmers.

I have been through this game for fifty years, and have seen it actually at work. I was a printer in a Cleveland daily newspaper office fifty years ago, and worked eleven or twelve hours, afternoon and night, from one o'clock in the afternoon to four or five o'clock and from seven or eight in the evening to three or four in the morning, and we could make not more than 25c per hour, which would be about \$15.00 a week. But now, what would we get as printers? In those same places we get \$1.25 per hour for 44 hours a week, and we have increased our hourly wages five-fold and our weekly wages have more than doubled, even allowing for the increased price level.

How was it done? The first thing done was for labor to shorten the

hours of labor. That has been the doctrine for at least fifty years, and if you will notice the strikes that organized labor conducts in periods of prosperity you will find they first strike for shorter hours of labor and then if they have gotten shorter hours of labor, the next thing they went for was higher wages. What do the farmers do in a period of prosperity? They do not strike for shorter hours. They bid up the price of land.

High standard of living was attained through shortening the hours of labor. Since the laborer has only wages to think about, he can see more clearly, perhaps, than the farmer, what are the social effects of long hours of labor. He will make more money as an individual by working 12 hours than he will by working eight, but as a class he will have increased the output by 50 per cent more by working 12 hours than by working eight hours. Consequently he must have a rule or a regulation of some kind which will prohibit people from working longer than eight hours.

Ira Steward, started with the idea that government could prevent the people from working long hours. In the 1860's quite a number of states enacted eight-hour laws. Wisconsin was one of the first (1867). These remain only for government employees and women and children. The second step was to restrict immigration. The next was organizing labor unions. When the American Federation of Labor finally got around, about 1886, they started with the idea that they would take each union by turn, and all of the laborers would support that particular union to get the eight-hour day. They took the carpenters first, and the carpenters, by about 1890-1891, had triumphed and pretty nearly established the eight-hour day. Now the carpenter gets \$1.25 an hour and you farmers are feeling jealous and envious because organized labor is getting more wages than you are. You do not like their wage psychology and would like to see their wages reduced. I take it to be because they started seventy years ago with the standard of living, shortening the hours, enlarging their share in the output of machinery, while you started with the idea of rent, retiring from industry, and living on the rents paid by others.

## THE STANDARD OF LIVING AND ABILITY TO PAY— SOME CONCLUSIONS

B. H. HIBBARD

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It has usually been assumed that with ability to pay, the standard of living would rise automatically, and to a desired level. This may be an unwarranted assumption, though the proof or disproof of the assumption is extremely difficult. Perhaps the most impressive evidence on the subject is to be found in the labor studies, of which there are many. Even so, few labor studies have been based squarely on the question as to which precedes, ideal standards of life or ability to pay for improvements. It is obvious that standards cannot rise until there is a desire for a better



life. It is equally obvious that ideals are futile without the means of attaining them, at least in part. There are a few writers today who preach the advisability of encouraging the farmers to go ahead with expenditures leading to a higher standard of life in order to hold down the price of land by absorbing part of the funds which might be used in bidding the price of land up. Thus by spending money for education, health and religion, these things will be promoted, and the more material things relegated to their proper, lower, spheres.

No doubt there are among us farmers who raise more corn to feed more hogs to buy more land and so following. But there are a multitude who, on the contrary, long for the higher and better things of life, but fail to see how they can be obtained. To increase expenditures for the good things of life and leave the interest on a mortgage unpaid is to invite disaster.

Analogies have been drawn from the field of labor, and the assertion has been made that the laborer first raised his standard of life, and then fought for enough income to meet its requirement. No doubt the laborers who have fought for an increase in wages have had ideals regarding a living standard. It is not so plain that they were able to raise their standards on the basis of older and lower incomes in order to use the higher standard as a fulcrum over which to pry wages up. Likewise for farmers to spend money in raising standards of living before they have it to spare for that purpose is clearly a reversal of all past maxims and common sense procedure. There may be danger that ideals lag behind ability to pay, but there is every reason to believe that in the great majority of cases the wants of the farmers have far outrun the meager compass of their incomes. With an increased income, there will at once be found in the farmers' homes not only more bath tubs and furnaces, but also a large number of the young people of the farm home will be found in high schools and universities. The American farmers are short of income more seriously and definitely than they are short of ideals.

While the above facts are beyond dispute, it is also true that many farmers have but vague ideas as to the amount of income needed to support a family on an approved plan. Thus the plan outlined by some of the speakers whereby an ideal, reasonable, budget is presented to the people of a neighborhood, showing the requirements of a family in order to enable it to live up to a desirable level is commendable in the highest degree. A knowledge of the needs, and their cost, will enable a family to estimate the prospects of meeting such costs, and in case such prospects are poor, to consider in a new light, the feasibility of increasing the farm income, or seeking some other source of livelihood. All too many people drift along without any adequate knowledge of the prospects of income. A study of budgets in connection with the study of probable income will be a foundation from which to make decisions and project plans.

With this view of the situation, it becomes unnecessary to decide whether standards of living improvements precede or follow increased income. With these facts in mind, it will not be necessary to advise farmers to increase their expenditures in order to enjoy a richer and fuller life, but instead,

a study of standards of living together with a comprehension of the required income for meeting it will be invaluable in helping the intelligent farmers to decide what to do next.

Perhaps the most encouraging feature of the whole matter is the undoubted fact that farmers as a class seem disposed to raise their living standards as rapidly as their means permit. Women have been relieved of much dredgery, children are better schooled, homes are more homelike in direct proportion to increased farm income.

# ELECTRIFICATION AND TRANSPORTATION

## RURAL ELECTRIFICATION AS AFFECTING STANDARDS OF LIVING—SITUATION AND NEED

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Agriculture of the United States is rapidly losing much of its pastoral aspects and assuming the characteristics of modern business wherein costs of production, labor saving devices, conveniences for the workers and many other features assume important positions.

Due to the fact that from the beginning the American farmer has assumed and has been conceded by all other groups equal responsibility and opportunity in the way of education, social and religious life, there has been developed in rural America a higher standard of living than is found in any other country and no American wishes to see any group drop permanently to a lower plane of living because of adverse economic conditions. The problem therefore is to so educate, organize and establish American agriculture to such a high plane of efficiency that it can in spite of its higher costs and greater requirements successfully compete in the markets of the world.

No single modern invention has contributed so much to the ease, comfort and satisfaction of its users as has electricity whether it be in the factory, the marts of trade or the home. This being true for other groups is conclusive proof that it would be equally true of agriculture. There are two types of needs that must be met before this condition can be in any measure universally accomplished. First, the farmer needs to understand what electricity can do for him in the economy of labor, the efficiency of work and in satisfaction. Most every midwest experiment station has for a number of years, under the fellowships established by utilities, been delving into the problems affecting the question.

### NEW USES ARE BEING DEVELOPED

In the beginning no one had any conception of the uses to which electricity might be put on the farm. The casual student assumed that lighting would be its limit. Research, however, has developed many new jobs for this most effective power. In addition to the lighting of the home, modern invention has made it possible to sweep the floor, do the family washing and ironing, make the toast and the coffee, fry the eggs, restore the permanent wave, and countless other jobs within the house that formerly required much physical labor on the part of the housekeeper. Likewise it pumps the water for the livestock for less than the gasoline originally costs. It milks the cows, it fills the silos, it grinds the feed, it heats the

brooder and awakens the hen at 4 a. m., giving her a longer day in which to gather feed for a greater egg production. The immediate problem in this field is an extensive educational campaign to acquaint the farmer and utility companies with these facts.

Accurate knowledge of the many power uses on the farm in addition to the lighting has stimulated within the past five years a great interest in this question and new conceptions have been established. One of the first important decisions was that on the part of the utility companies to build and maintain the electric lines and to establish a rate for electricity over a given minimum comparable with rates quoted to manufacturers in cities.

#### INTEREST IN USING ELECTRIC SERVICE INCREASING RAPIDLY

Growing interest is evidenced by figures. On January 1, 1923, only 8,053 of the approximate 185,000 Indiana farms were served with electricity. This number was about equally divided between those securing their electricity from utility companies and from their own individual plants. Six years later 24,275 Indiana farms were electrified to a degree, the principal increase of 360% being in those receiving their electricity from utilities. These results were accomplished because of the established information as to electric requirements for certain jobs about the farm, a strong educational campaign on the part of agricultural colleges, a good salesman on the part of the utilities and satisfactory rates.

#### ADDS JOY TO FARM LIFE

One of the greater problems affecting the future of our agriculture is the constant drain from the farms to the cities of the finest specimens of our young manhood and womanhood. Just the other day an incident came to my mind where an only son of a farmer, a bright boy, ranking at the top in his high school work and popular among his friends had arrived at the conclusion that he would enter college and train for some other field of activity for his life job. Electricity came to the farm, lights flooded the rooms by the pressing of a button, the same power hitched to the pump kept a large supply of water for the large herd of dairy cows, attached to the milking machine relieved this boy of the unpleasant task of milking a hot cow during fly time, and at the same time gave him a greater opportunity for tinkering with the machinery. The tractor with its attachments added to his opportunity of becoming a high class mechanical engineer and opened a new vision to him of the possibilities of the American farm. Today, to the joy of his father and mother, this young man is an interested and efficient student in Purdue University school of agriculture, majoring in agricultural engineering, with the firm purpose of returning to the farm immediately after graduation to join with his father in the further development of a successful and profitable business enterprise.

Another phase of the satisfactions and practical results comes from another community with quite another setting. The wife in this household

passed through a severe illness that left her incapacitated and unable to do the old routine house work. They were faced with the problem of moving from the farm when electricity came along. It brushed aside the coal oil lamps, it went into the fire box of the cook stove, into the ice box, into the washing machine, into the sweeper, into the toaster, into the percolater and many other household power equipment. It has completely transformed the business of keeping house in the country. Today wash day, that bug-aboo of all farm women, is looked forward to with joy because the married daughter and her two babies come from the near-by county seat bringing her supply of soiled clothing to put with that of the mother's and electricity does the rest. This blue Monday has been changed into a day of visitation and satisfaction because of the opportunity of mother, daughter and grandchildren to visit with each other without the arduous labor of the days before.

American agriculture can and will compete successfully with that of the semi-slave production of South America and other tropical countries or the peasant labor of Europe. It will however be done by that highest type of citizenship trained for the specific problems of agriculture which includes not only technical knowledge of production but managerial knowledge of labor cost reductions and that more important phase of knowing the demands of the market and meeting them with quality products.

## ALL WEATHER ROADS ARE ESSENTIAL FACTOR IN COUNTRY LIVING

K. L. HATCH

*Director, Extension Service, Wisconsin College of Agriculture*

Of the 3,000,000 miles of roads in this country, 300,000 miles or ten per cent are set apart as state and federal highways. The remaining 90% are local roads. While a small proportion of these miles has been given an all weather surface, not less than 80% of our farmers still reside on dirt roads which are impassable to motor traffic on account of mud and snow for a large portion of the year.

The state and federal governments are expending about \$750,000,000 a year on their 10% of the roads and the local communities about an equal amount on the remaining 90%. Compelled to finance the building of local roads almost wholly from local taxes, and lacking the push of the high pressure salesman, the question arises "How long will it be before there is an all weather road to every farmer's gate?"

### THE PATHOS OF POOR ROADS

The writer has a file of nearly a hundred letters of similar import. Here's one from a woman:

"Last spring the roads were so bad we had to leave our car at one of our neighbor's, half a mile away. I put on my rubber boots and waded

through the mud when we wanted to go to town. My husband died six years ago and I have been running our farm ever since."

A bright young girl, the well educated daughter of a sick widow-woman writes as follows:

"None who live in the city or on main traveled highways can have full appreciation of the real situation. While we have no feeling of opposition toward the better highways, yet we do feel that super-highways should not be built at the expense of passable thoroughfares over side roads.

"Every one interested in the good road movement must appreciate that we have almost forgotten some of our cross roads while giving emphasis to the main traveled highways.

"All of this has some very serious consequences. Let me mention but one. My mother has been invalided for the last year or two. Recently my oldest brother met with a serious accident which cost him his life. The day of his funeral was very cold and raw which prevented my mother from traveling by team to the church and cemetery. The roads from the farm to the trunk highway were impassable with the result that she was prevented from attending the funeral, which we were not permitted to have at home on account of bad roads."

So far as modern transportation is concerned the farmer on the dirt road is living in the "stone age." Or to put it without exaggeration he can get to town neither by "horse and buggy," nor by car—but must use *both*. This is surely moving him farther away from town than he was twenty years ago. Is it any wonder that he depends upon the "mail order houses" for most of his supplies! But even "mail order" supplies are harder to get than they used to be. Rural free delivery is also suspended when roads are bad because the mail carrier can't get to him with a car.

#### BUSINESS MEN NOT OPPOSED TO BETTER ROADS FOR FARMERS

Strange as it may seem, business interests generally are for a program of "farm to market" roads.

In his message to the Wisconsin legislature, Governor Kohler said:

"There is little doubt that a far-reaching and comprehensive highway program is essential to our future well being. A careful analysis of the situation will reveal the necessity for many miles of surfaced roads which will be available for transport under all weather conditions and whose maintenance cost will not be excessive."

If this could become a national policy, it would ultimately mean that not *part*, but *all* of the nation's population would be served by roads that can be used at all seasons of the year. "A SURFACED ROAD TO EVERY FARMER'S GATE" is the ultimate idea.

#### WHY SO LITTLE ATTENTION TO LOCAL ROADS?

Why are eighty per cent of our farmers still in the mud? Why are so many of them farther away from town than they were twenty years ago? Simply because we have lacked the statesmanship to see "the necessity for *many* miles of surfaced roads which will be available for transport

under all weather conditions." We have spent our money lavishly for relocations, to straighten roads and to speed up traffic—for concrete speedways strong enough to withstand heavy loads of freight—and are now urging "super-highways," all in the interest of motor transport we have overlooked the farmer on the side road. We have left him to shift for himself yet taxed him heavily for bond issues for through roads and left him to impose additional taxes upon his own real estate to build his own roads.

#### NO PEASANTS FOR AMERICA

Thinking men in every walk of life realize that a democracy like ours cannot well endure with a peasant type of people on the land. No self-respecting farmer, in this age of progress, will maroon himself on a farm that he cannot leave, by modern means of transportation, except under especially favorable conditions.

Is the American farmer, slowly but surely drifting into a condition of peasantry due to a lack of social, educational and economic opportunity because of bad roads? According to these letters in which the writers have unburdened their souls, bad roads eat up the return on the potato crop, force farmers to maintain and use two types of transportation for a single trip to town, keep the family away from neighborhood gatherings, the children away from school, and the mother away from the funeral of her own child!

A passable road to town at all seasons of the year is essential to the future progress of agriculture. No other type of "farm relief" is so important as this. Business men are not blind to this situation. The Chamber of Commerce of the United States has recently made some significant recommendations to its member associations. The point of view of some of the best business minds in America is reflected in their referendum No. 53 on "State and Local Road Administration." Briefly this committee recommends:

"That the state highway departments or commissions should have advisory relationship or actual technical and administrative supervision over road programs of smaller political units, to insure well planned and economical development and maintenance of the entire road system," and

"That responsible authorities should establish definite plans for local road work."

These recommendations were submitted to 1151 member organizations of the United States Chamber of Commerce and passed by the overwhelming majority vote of 20 to 1. In all cities located in the agricultural states scarcely a vote was recorded against these propositions. In the great city of Chicago, with 61 member organizations, not a single vote was registered in opposition!

However without effective organization, lacking aggressive leadership, and with little or no funds, the "farm to market" road movement has gained little prestige and less momentum.

There is no more appropriate group of leaders than the ones assembled annually at the American Country Life Association, to give impetus to this worthy cause.

## RURAL PROBLEMS IN HIGHWAY ADMINISTRATION

FRED J. SEQUIN

*Vice-Chairman, Wisconsin Highway Commission*

The construction of highways and their maintenance has attained the rank of third in the large industries of the United States. At the present rate of progress, it will in a short time outrank all other industries. Roads are used every day by most everybody. They are used more by more people than any other public enterprise paid for by the people and free to all. Being so universally used and being everywhere they offer opportunities and advantages that are not so usual with other public works. To be of service to every community, they must be cared for and improved, and in their care and improvement lie the problems that must be solved.

If highways of high type are constructed and enough use is made of such highways they will pay for themselves through economy in operation of motor vehicles. There are, however, many highways in our state essential to the development of communities that do not serve enough people, or receive enough use to warrant large expenditures for improvements at this time. It is obvious that certain highways are of more importance than others. Importance is determined by the use made of them. Certainly a highway that carries 15,000 vehicles per day demands construction of a higher type than one that carries 800 per day.

Wisconsin's highways are by law designed as state trunks, county trunks and town roads. The state trunk highways are the main arteries for traffic, connect all counties and most cities and form direct connection with important highways in adjoining states. The county trunks are next in importance and are supplementary to the state trunk highways in the counties' system. Town highways are those not included in the other two systems but complete the system of rural highways.

Our State Trunk Highway System might properly be classified as the primary farm-to-market route, the county highways as the secondary farm-to-market roads, and the town roads as farm-to-market service roads.

In a survey made for the use of highways by the farmer in nine townships in different parts of Wisconsin, it was learned that the average haul for the farmers located in the area surveyed in taking their produce from farm to market was 5.87 miles, and that the farmer in traveling this distance used the State Trunk Highway System for 56% of the distance traveled. He used the county system of roads for 27% of the distance, and the connecting town roads for 17% of the distance. Surveys further indicate that 80% of the total tonnage carried on the highways is carried by the state system of 10,200 miles.

It is apparent, therefore, that the farmer is interested in the state system of highways as the main line outlet for his farm, and the Highway Commission's responsibilities to him are to see to it that this main line outlet is kept in condition for his service twelve months in the year.

A general comparison of records available show that Wisconsin is among



the leaders in development of secondary roads and compares favorably in its improvement of State Trunk Highways. Several states have issued bonds for highway improvement or have higher valuation, but Wisconsin ranks near the head of the list.

Funds for improvement of state highways are derived from motor vehicle registration fees, gasoline tax, and federal aid. Last year this amounted to \$21,134,852.38. Of this amount \$4,112,267 was expended for the maintenance of the state system, \$2,786,000 was paid to the counties for construction on county roads, and \$2,000,000 was returned to the local communities for local roads and streets. After all special appropriations were set aside, a balance of \$11,300,000 was left for construction purposes. This construction fund was augmented, to some extent, by county bond issues which are eventually retired by county allotment. The counties float their bond issues for the purpose of speeding up their construction programs.

The highway problem is one that is being studied in all the states of the Union, and the economics of road construction enters into its consideration in all highway departments for the highway dollar must be expended wisely for the taxpayer, who expects a fair return upon his highway investment.

The automobile, now considered a necessity for business and pleasure, has materially complicated the problem of the improvement of our highway system. The demand made upon our roads by the great tonnage of traffic that constantly moves from farm to market, from factory to shipping point, from city and village to village and city, requires the constant and earnest attention of engineers, highway builders, and traffic specialists to keep the machinery of operation properly lubricated and balanced.

# MAKING THE MOST OF HOME RESOURCES

## AN ARRAY OF HOME RESOURCES

F. W. BECKMAN

*Managing Editor, The Farmer's Wife*

The betterment of a standard of living depends upon several factors:

1. Income
2. Natural environment and resources of the home.
3. Capacity of the family to make its living better

It is not intended that the discussion in this particular section of the conference should deal with the first named factor of promoting better living through income. We are expected to concern ourselves largely with the second and third factors, or the possibilities of getting a better living out of things as they are and not as they might be or should be.

It is altogether fitting that the discussion of better living should shift from income, because all through the years the overwhelming emphasis has been upon that side, to the serious neglect of the other important factors. Incomes generally have been seriously curtailed, whether for a short or a long time we do not know, and we must seek betterment of living through other channels than continually increasing buying power. In our emphasis upon getting more money to buy more things to live better and gain happiness, we have lost sight of some of the most valuable elements in developing a satisfying life.

I do not mean that decent income is not essential to a decent existence. Good housing, modern conveniences, comfortable clothing, radios, automobiles, books, recreation—all these things have their rightful place and should be more and more widely distributed among the people.

For a good many years we have depended too much upon the power of money to lift us up to better levels of living, and too little upon the power of the resources within us and about us not measured in dollars and cents. We have for years been trying to build a structure of happiness on the sole foundation of buying power—real and installment. We need now to give the years ahead to learning how to build that structure on a foundation which shall have *enjoyment* power as its corner stone—the ingenuity, willingness and courage to take what we have, right where we are, and get out of it more of the real value of living.

We need a program of education and practice in values that build the most fundamental things in life—health, strength basic happiness, capacity, soul.

There are resources not half utilized that lie in the natural environment of the farm home and may be used with practically no outlay except the mere act of seeing and using them. They include the possibility of attractive groves for picnics, kitten ball grounds, croquet grounds, play house

space, trees for swings, hills for coasting, pools or ponds for swimming in summer and skating in winter, near-by woods for tramping, long open stretches for horseback riding.

There are also those resources lying a bit farther afield, which can be reached by hiking or auto riding—the woods and streams and lakes and hills, with their wild flowers and birds. Even dreary stretches of prairie country have their resources in birds, flowers, grasses and sunset skies if we know how to find them and use them.

Lying in generous area around almost every farm home is soil that will grow beautiful things; generally the climate will favor some sort of planting; the cost of materials need not be large, and often need be nothing; the labor need not be heavy. Yet for one reason or another the overwhelming majority of farm homes are not utilizing this great resource.

I recall one home that was transformed from bleakness to rich bloom with the expenditure of not more than eight or ten dollars for materials over the whole four- or five-year period of development. Some shrubs and plants came from cuttings that were easily spared by neighbors; many others came from woods and stream banks some distance away. Wife and husband worked together on the project at times that had to be fitted into their hard fight to make enough to meet payments on their farm and add a few rooms to their original two-room house.

“We spent a little—a very little,” said the wife, “but if we had had nothing whatever to spend, and no one to get cuttings from, the woods and pastures are rich in material, and sometimes the ‘wildings’ are just the things that make a place beautiful. Our wild shrubs and flowers are our chief pride. From the woods we get rhododendron, mountain laurel and trilliums. The creek banks furnish the hemlocks; the hillsides and pastures the bluebells, columbine, wild honeysuckle, Jack-in-the-pulpit, orange milkweed, dogweeds, ferns and the despised elder, which is a feautiful shrub, both in flower and fruit, besides it furnishes food for birds. Poke-weed is another plant that I leave standing for its berries for the birds, and in fall it is a beautiful sight with its brilliant red foilage and dark berries. Our prettiest flower bed is a bed of wild flowers. Back against the foundation and chimney we first planted swamp azalea, then bluebells and wild red columbine. The bluebells are almost spring’s first flowers. Just as they are fading the columbine comes in bloom, and both are gone entirely by the time the iris, which is set among them, blooms.

No return for extensive effort and community enterprise could be larger or more satisfying than the return that comes through home ground beautification projects.

It is also within the possibilities the greater number of farm homes to improve their standards of living by growing and using more vegetable and fruit crops which are so essential to a well-balanced diet. Such figures as are available on home gardening, and canning or preserving, indicate that only in a minority of farm homes is a well-rounded plan carried out for providing the family with a satisfactory diet. Extension records show a total farm home canning in 1929 of 21,386,000 quarts of food products

—an impressive total, which is not even one-fourth of a good supply. Besides, when canning operations are finished, very few families check up on their supply as compared to their requirements until the next growing season, and then buy what is needed in quantity, economically, instead of a can at a time, expensively.

This leads to a suggestion that has come from many farm women—the suggestion that the farm home would be able to maintain a better standard of living without an increase in cash income if both husband and wife put their expenditures on a budget basis and if they were shown how to do buying more intelligently. “I have lived in a home where there was no budgeting,” wrote one woman, “and in a home where there was intelligent attention to expenditures. I *know* that better living is possible by this practice.”

Not only by the budgeting of cash income, but also by the budgeting of time, is it possible to extract from farm living a larger measure of satisfaction. Again and again women find that as they analyze their day's work, study it and reorganize they find ways to save not minutes merely, but hours, in each week.

Linked with this better organization of the work day is the better arrangement of household equipment, especially in such work rooms as the kitchen. Amazing has been the saving of energy and time in many instances that have come to our editors. An Illinois farm woman who studied her job found that she was walking 10 miles to do an ordinary day's housework. She and her husband decided that this was too much and set about making changes and adjustments with very little outlay. When they were made, the day's trip was 3½ miles.

Time budgeting, kitchen improvement and such devices are inexpensive things to work out, and yet they bear largely upon the problem of better living. They not only free time for personal and family culture, but they give direct satisfaction in making work more attractive and interesting.

For the farm woman there is a special opportunity not enjoyed by the urban woman, in the possibility of adding to the family income without leaving her home to do it. A larger and larger number of farm women each year are finding it possible and profitable to market home products in various ways. In some sections of the South extraordinary results have grown out of such business ventures. The time of their marketing enterprises is mostly for home improvement, although educational funds, debt paying funds, clothing funds, insurance funds—all have gained through them.

But even more important are the by-products of their marketing activities—the joy of creative effort, the development of business ability; poise; the development of personality and understanding through new outside contacts. They are immeasurable in value and react to the good of the whole family.

Library service is not yet universal for farm homes in the sense that a library is just around the corner, but each year in an increasingly number of states books are being made easily available to rural homes through

book wagons, library stations and similar means. In practically every state where there is a state library and a library commission, books may be borrowed by rural folks from that state library under very favorable conditions. It is not inaccurate to say that if they want books worth while reading rural folks generally may get them.

Improvement through music is likewise at the command of folks who want to better themselves or recreate themselves through music. Such reproducing devices as the phonograph or victrola are now inexpensive, and records are made especially for family use in learning music appreciation. The radio brings a wealth of music to increasingly more homes. The development of community orchestras, quartettes, choirs, choruses has also gone on apace.

Through amateur dramatics rural folks are finding another means of recreation and culture. When we announce in *The Farmer's Wife* that we will assist groups or clubs in findings suitable plays, we are likely to get a thousand calls for help. In Wisconsin notably, and in other states as well, dramatic contests have stimulated widespread use of the play. What rural folks may present may not be sophisticated, but it is decent, and it gives them a valuable activity for their enjoyment and benefit.

The literary club is also a possibility, and more than ever this social and educational device is used. In one household in Missouri—of the Rooseveltian type, it's true—there has been organized the "Payne Literary Society" with father as president, and one of the children as secretary. They hold formal meetings and take their programs as seriously as though they included the whole community.

Appreciation comes only through attention and study and thought about things,—and very little place is given to it in our educational projects. Some day when we can measure in feet or inches, or pounds or horsepower, the uplift of a bird's song, or a hidden moccasin flower, or the spectacle of a winter's frosty morning in sunshine, we'll all begin to understand better and give due place to the development of appreciation. It does matter whether farm men and women appreciate in fullest measure what is about them.

I know from early days that farm labor is likely to be drudgery if it is not shot through with the inspiration that may be found, now here, now there, in endlessly new variety, if we can but see what is about us.

For the farm man and woman the conditions of work are incomparably better than in many industrial centers. They very truly may "live while they work." The industrial worker often must escape from his work to live. Not many of the resources that have been suggested are productive of money with which to buy more things. That's true. But they are none-the-less vital. My own feeling is that a great contribution to better living may come through them.

We are face to face with the stern fact, both in city and in the open country that, in the years just ahead, improved living standards are not likely to come through increased money spending power. We have just been on dizzy heights of income and expenditure that no people can hope

to attain more than once in a generation. We are now down in the valleys, where, after all, the real richness of living may be found.

If we are not foolish we will devote ourselves to the task of increasing our capacity to get a good deal more out of a good deal less than we have had.

And that is not an unhappy fate. I know, for long ago I learned to agree heartily with that old Greek who, after a visit to a market place, filled with luxuries, remarked, "How many, many things there are in the world that I can very happily do without."

What has been said must not be construed as a mere do-without, negative philosophy. It is not. It is a positive philosophy—a *do-with* philosophy,—through which we may recover many values of life that have been escaping us because we have not sought them or known how to utilize them. And when they are recovered and used, they are likely to prove to be of the very greatest importance in improving living standards.

## LONG TIME PROGRAM PLANNING

MRS. ROSE SCHLEPPI

*Ohio Farm Home Maker, Winchester Pike, Ohio*

In Extension work in Franklin County, Ohio, we have found it advantageous to have a long time program. In doing this we first establish a county committee. One woman was elected or appointed in each county by the most representative group of women. These are called councillors and are in touch with the women in their townships at all times. These councillors meet as a group with the Home Agent at her office to discuss needs and desires of women in their communities. Sometimes they collect information regarding the homes in their own communities in order to make better plans. Such information, as the following, is brought to the meeting:

How many schools are serving a hot lunch? How many days of illness have there been during the past year in my community? How much money has been spent for doctors, medicines, hospital or nursing service? How many homes have improved their lawns? How many women keep household accounts? What proportion of boys and girls from 12 to 20 years of age are being reached by Club Work?

What the women bring is not really what you would call accurate but it is somewhat near the truth and is a guide in planning. On the basis of this material a program is planned. Sometimes the Extension Service had to assemble material for an entirely new project on the basis of the request from this council. Two years ago a group asked for help with "making-over" old clothes.

In May, 1929, this group of women in Franklin County met at an all day meeting at the Ohio State University and planned a long time program, with the following goals: To make the home more attractive, more comfortable, more sanitary and the occupants of the home more healthful; to

make our community a place in which we are proud to have our home; to establish a proper sense of values of farm life, an appreciation of the advantages of farm life (health, freedom from noise, freedom from strict schedule); to develop appreciation of nature, closer family relationships and responsible children; to promote social life by county-wide achievement meetings, recreation and dramatic work, camps for farm women and children; and to promote and help to establish and maintain hot lunches in schools and improve them in quality and place of serving.

The question of how to meet the expense involved in getting these things for the farm home, brings us right back to making the most of the home resources, household accounts and budgets, better management, and making the most of things found on the average farm.

The program of extension work with 4-H Clubs covers a period of several years so that a boy or girl who enters at 12 may continue on club work until he is 18 or 20 years of age. A long-time program is planned here to give such help as will lead to all-round development of the boy and girl on the farm. The important thing in this long-time program planning is that it enables us to see one thing in relation to others.

As an individual Farm Home Maker, if you plan a convenient kitchen with labor saving devices, do you do it primarily to save time and energy to go to do something else or do you take this time to take a little child on your lap to read it a story or tell it a story?

If you study your living room and plan to rearrange it or add a piece of furniture or a picture, some curtains or drapes that are inexpensive and yet so attractive, are you not planning ahead to make your children of high school age proud of the room? They are glad to ask their friends in to spend an evening in wholesome fun, a good time as we called it, instead of going away to spend the evening some place you do not know of or have never seen.

If you make a study of your own clothes, what you can wear, and pick out attractive material, the color and the kind of dress you can wear well, and accessories, are you satisfied to be called a well-dressed woman or are you looking to the day when you go with your grown daughter among her friends to hear her proudly and eagerly say, "Girls, I want you to meet my Mother."

Should you plan to make your yard, your lawn, your garden, more beautiful, it may take a long time. Things planted will have to have time to grow, but share your plans with your family, teach the children the names of flowers and shrubs and if they should have to leave home to go to school or to work, they will remember every nook and corner and the sight of flowers and shrubs just like yours will certainly turn them from temptation and will bring their thoughts back to your home.

MAKING THE MOST OF HOME RESOURCES THROUGH  
CHILD TRAINING AND GUIDANCE

MRS. HELEN HARBAGE

*Farm Home Maker, London, Ohio*

The best definition I have ever heard for "Home" is the one given by a western woman who has been honored for her ability to make a good home. Her definition is this, "Home is a well-organized unit for the comfort, the relaxation, the healthful and true living of a family." Add to her definition, "Home is a training school for men and women" and you have everything that any home needs to be.

Home does not need to be housed in a castle in order to meet this definition. Away down in the hills of Kentucky there's a steel and glass and marble palace that houses—what? Rich furniture, paintings and statuary or books worth their weight in gold? No—just a little, old, one-room log cabin. A cabin whose eaves we touched with our hands, whose humble door we bent our heads to enter. The little old cabin is honored as a shrine by the American people because it was out of that home that came the training and principles that went into the life of a man who believed in God and the brotherhood of man. It was the home that was the training school for Abraham Lincoln.

The quality of Home depends not upon elegant furniture or modern plumbing—though these are all well and good in their place—but upon the standards on which the home life is built and the ideals toward which it is aiming.

Many years ago I asked a young man whom I knew quite well why he had not married a certain young woman. She was pretty, attractive and quite suited, it seemed to me, to be his wife. Also she was willing to be. He married elsewhere and I was interested to know why. His reply was both a rebuke and an eye-opener to me and it still is whenever I think about it. It was this—"She wouldn't have made much of a mother for a man's children, would she?" That young man was looking beyond the pretty face of youth to a home and children and the kind of training he wanted them to have.

In the first place—*Home should furnish the opportunity for the development of personality.* If we wait until the child is five years old before we begin this, we have lost five years of the most valuable time we will ever have.

Rural mothers have not the privilege of nursery schools and kindergartens for their children, but simple kindergarten plays are within the reach of such mothers. Shelter and food are necessary requirements for the child, but when we give him these we have not met all his needs. In every home where young children are growing up there should be time for playing games, teaching songs, reading stories and using the more simple kindergarten gifts. Colored wooden beads, sewing cards, paper for stringing and weaving, modeling clay, blocks and scissors may all be used by



mothers without any training whatever. Get a kindergarten catalogue and see what you can use out of it.

If it is not possible to spend money for these things, no resourceful mother need be discouraged. Macaroni will take the place of beads, sewing cards may be made on the sewing machine and sticks, stones, corn-cobs, buckeyes and buttons may all be used for constructive plays.

Play is essential. That education which our children get between the covers of their school books is the least of the education they should have. "Our children get most of their real education out of school during play time," Myers.

Just as much intelligence is needed to select toys as to buy groceries or pictures or books. We need to be careful how we "talk down" or simplify things for our little folks and how we select stories to read to them. Kipling's poem about the Seal's lullaby to her baby was a favorite with a little four-year-old girl who loved to listen to the rhythm of the lines—

"The storm shall not wake thee, nor shark overtake thee  
Asleep in the arms of the slow-swinging seas."

A very small student, when it was time to read, always asked for her favorite, "Horatio at the Bridge," and sat quietly through the reading of that long, old poem.

The property rights of the small child should be respected by his family. There should be a place to keep his treasures and he should have at least a chair and table suited to his stature for his own use. How would you like to live in a house furnished with giant furniture where you had to climb for everything?

The home should furnish him with books and magazines suited to his years. Carefully selected books for birthday and Christmas gifts and some to commemorate visits to special places, will, for even two children, grow into a library of 100 books by the time the children are 20 years old. This, augmented by books from the public library and the school library, if they are good books worth reading over and over, and all worth-while books are capable of being enjoyed many times, can surely be supplied by any country home. A little girl of 14 remarked, when two older and quite modern sisters went away for a visit that now she "could read 'David Copperfield' again without being made fun of."

I was waiting in a bus station last winter in which there was a news stand; lots of folks, especially young ones were buying the magazines displayed there so I walked over to see what they were selling. I took down in my notebook twenty titles. Here are some of them—Screen Secrets, True Stories, Spicy Stories, Snappy Stories, Girls Stories, Hot Stories, Follies Broadway Nights, True Confessions, Underworld, Wild West, Hot Lines. If there had been an open sewer in that town something would have been done immediately but that mess of literary filth went unnoticed except by those who wanted to partake of it. The surest antidote for trash of this kind lies in exposing a child to good literature during his early years.

Some of the great moments that make life beautiful are found in good music. We believe that the rudiments of music should be taught to every child and that he should be able to play some instrument. We all enjoy listening to good music by trained musicians, but we get even more pleasure out of the simple things we play and sing ourselves. A home orchestra may easily start with someone who can play the piano, and with a mouth harp and drum will be the beginning of some lovely evenings at home. A superintendent of schools in Minneapolis said, "Mother at the piano and sister and brother with a violin and saxophone is one of the surest protections I know against a wasted life. Lots of the crowd spent their evenings at the livery stable, but a piano, a cornet and a saxophone called Gib and Jennie and me away from smut and nastiness to the sweetness and beauty of home."

Checkers, dominoes, jig-saw puzzles, riddles, guessing games, charades, singing games, amateur dramatics may all be enjoyed by any family. A large family we know comes together for dinner on Thanksgiving. The day is never complete without some games, charades and a Virginia reel in which all of the family take part. Down the long living-room are ranged two lines of partners—grandmothers, parents, the girls home from college, the High School folks, little boys and girls—everybody from four-year-old Jean up to eighty-five-year-old Grandma and they swing and bow and promenade to the music made by Uncle Fred's mouth-harp and Aunt Helen at the piano.

The other day we watched a tourist family stop to rest a while. There was a Tom Thumb golf course near by and they all went into a game together. Mother was evidently new to the game and they proceeded to initiate her with much fun and relish.

Barton W. Currie said that, "No one to whom the Bible is a closed book is educated." No matter what instruction is given by the Church to its children the training in the home precedes, supplements and continues whatever is received elsewhere.

Story-telling comes first as a means of acquainting the little ones with the Bible. As they grow older and read for themselves, the history of the Hebrew people as told in the Old Testament puts before them a long procession of conquerors, heroes, and statesmen while, in the New Testament, the travels of St. Paul are as fascinating as any story they can find.

Passages from the life of Christ, especially the Sermon on the Mount, should be fixed in their memory. Some of us know the awful agony of sitting in church and fearing to be called upon for a prayer, or of wondering if we shall be called upon to say the grace at a stranger's table. A simple, little family scripture reading and prayer in which the children take turns and a simple grace which they may learn and use at their own table will accustom them to such usage, and eventually the different phases of worship will become easy and natural for them. It is absurd that any of us should feel embarrassed to be caught praying or reading the Bible.

"In adolescence begins a silent religious awakening that should be recognized and honored." Dr. Frank W. Slutz.

*Home should also furnish the opportunity for training in responsibility.*

Too many parents require of their children just work, or assistance in a project without letting them share in the pleasure of being responsible for that piece of work.

Mother says, "Carrie, won't you peel the potatoes?" or "Come, wipe the dishes. Dick helps milk and helps feed the pigs."

Carrie and Dick when they reach the age of 12 or 14 began to resent being at the beck and call of every grown-up on the place *all the time* and they have a right to be resentful.

When Freda's mother and older sisters went away for a visit Freda astonished everyone by the alacrity with which she took hold of the household engineering. She confessed that she only did what she had to when they were at home because "they just said 'Freda do this' or 'help me with that,' " but she said, "When they're gone I like to work, for I have a regular job that is my own." And Freda cleaned the cupboards, washed windows and shook rugs and wished her folks would stay away longer!

There is a certain deep gratification comes to any of us when we survey the results of our own handiwork for which we have had the responsibility. Again we say: treat children like human beings.

Do the children have a right to help decide how the family income shall be spent? We think they do, and we also think that they will grow up to be far more considerate in the things they ask for if they have early begun to have a fair understanding of the family resources, needs and expenditures.

The Family Council, composed of father, mother and the children and which meets regularly once a week is recommended by Dr. Frank Slutz for the handling of the family problems of living together. As council members the children are on the same plane as their parents and express themselves as freely. Criticisms, commendations and punishments are handed out by the council and there is no appeal from its rulings.

*Home should furnish opportunity for social development.*

It is the place where the budding talent is discovered and encouraged to grow into a wonderful gift, or at least into one that is a source of gratification to its owner. Little hands that make mud pies or draw pictures or carve, or sew, or cook and take things apart to see how they run, or make music, and little minds that express themselves in rhyme and song all have a right to expect encouragement in their own homes.

The Millets, the Tennysons, the Kreislers, the Galli-Curcis do not spring full-talented from maturity. Back in childhood there was a little boy who could draw, one who could write lovely words, one whose fingers itched to hold a violin and a little girl who sang little songs. There was also, in each case, some wise person who recognized these abilities, and without whose encouragement the world might never have enjoyed these marvelous gifts.

Honesty, courtesy, unselfishness, good sportsmanship, gratitude, optimism are all going to be perfectly natural to the child who observes them in

use in his own home and who is himself the recipient of them. If in his home there is ease of adjustment to changing conditions and the ability to meet cheerfully the things a family must do, he is not going to throw fits over the sacrifices and self-denial for which maturity may ask him. If he has spread before him the pattern of high standards of conduct and fine ideals for the future, and learns that a useful life is expected to grow up out of it, he will want to use the pattern.

Ibsen says, "So to conduct one's life as to realize oneself, this seems to me to be the highest attainment possible to a human being."

So to conduct our homes as to help our children to realize the best out of themselves, this is also the highest attainment possible to a home.

## BETTER USE OF HOME GROWN FOODS

MARY BRADY

*Nutrition Specialist, Milwaukee County*

Better use of home grown foods within the home itself implies first of all the production of better foods. A better quality of food will result from the use of the best varieties and careful selection. This will apply particularly to fruits, vegetables and grains. In milk and meat production the breed of the animal must be considered as well as the feeding, as both have an important bearing upon the quality of the meat produced, and the amount and quality of the milk production.

A second point is the relationship of the preparation of foods to their better use. Enough time and intelligent thought must be spent in preparing food to make it palatable. All of the edible part of the food should be used. Beet leaves and young, tender turnip leaves when properly cooked make delicious, wholesome food. The utilization of food while fresh is worth remembering. Some foods which stand for a period of time are apt to lose some of their flavor of freshness and their tenderness. Dress up leftovers in an attractive manner and serve as soon as possible.

A third point is food preservation. Here is needed a knowledge of the best methods of storage. Where many families of the past felt it necessary to use salt pork as their only means of meat supply for the entire year, it is easily possible now to have a variety of meats canned for use throughout the year. Canning in food preservation no longer means only the making of pickles, jams and jellies. With our present up-to-date methods of hot and cold pack, we can preserve almost any kind of fruit, vegetable or meat, which cannot be stored by an equally good method.

In the newer knowledge of foods many interesting bits of information come to us on the use of home grown foods. A recent valuable use of milk is demonstrated in the milk diets which have become so popular in aviation. The large aviation companies are employing dietitians to plan the type of meal which will keep their passengers comfortable. In these meals, milk is playing an ever increasingly important part. Just recently

our attention is being called to the value of butter as a means of prevention of respiratory diseases. The value of egg yolk as a food depends to a large extent upon the way the chickens have been fed and cared for. The food value of egg yolk can be increased materially through proper feeding and care.

The last point to make in the better use of home grown foods is to look for reliable sources of information regarding their usage. When food is used according to the needs of the body and not according to fads and fancies, we shall certainly be making a better use of it. Minds kept open for new, authentic knowledge, where to find it, and the desire to use it, will profit through the better health which must result from the better use of home grown foods.

## MAKING THE MOST OF HOME RESOURCES THROUGH BUDGETS AND ACCOUNTS

MRS. A. R. ROHLFING

*Farm Home Maker, Farmington, Illinois*

The war and the vote have made the women of this day and generation practical. Now, there is a business career open to every home maker who is ambitious to have the best for her family, to prove her ability as a successful manager, and to have the satisfaction of learning to live within her income. To such a woman who wishes to operate her home with system and to take the guesswork out of expenditure there is available a simple home account book that will prove a chart and compass through the familiar yet strangely muddled sea of family finances.

Too little thought has been given to what it really costs to maintain a home. Yet the appreciation of money is such a necessary factor in the fine art of living. A man may take a thousand dollars and invest it safely, but it is the woman who has the ability to plan and the vision to spend this thousand wisely when it is divided into hundreds of small purchases that make up the annual family budget of food, clothes, shelter, education, recreation, health, church, gifts and savings. In speaking of the budget it is my experience that some form of accounts is necessary as a basis for estimating a budget. Though a budget is built upon past experience it is a very flexible thing and will vary from year to year depending upon the needs of the members of the family and income. After all budgeting and accounting are related as Hiawatha's bow and cord, "Useless is the one without the other."

We may expect that food will be our main item in the cost of living whether we buy it in the stores or give credit to our farm for producing it. Before we kept accounts we did not realize what per cent of our food comes from the farm, directly to us. Reducing the chickens, eggs, cream, fruit and garden produce to dollars and cents at the present market prices is encouraging to the farm homemaker. This calculating the cost of every

morsel of food has never affected the appetites of the members of my family. In fact as I continue to keep records upon the cost of my growing children from year to year, they are eating and wearing themselves into prominent places on the cost sheet. As I see them grow and remain healthy I am glad to spend for healthful foods and help to reduce the cost of illness to a minimum. We discover that food and health budgets are very closely related. We study nutrition and food values and through budgets and accounts learn to buy with thrift and forethought in the modern markets. I give my account book credit for helping me plan my meals economically. Meals for my family averaged 41 cents a day per person for the past year.

How does our clothing account look at the end of the year? Perhaps this column shows we have spent too great a per cent of our income for something to wear. "Clothes do not make the man, but they make him look a deal better after he is made." Farm folk used to be recognized as such by their apparel. Plays and movies depicted the typical hay-seeder. The American farmer and his wife have no use for a national peasant costume, but they want to express individuality in their clothes. Our clothes give us confidence and poise. Therefore, our budget for clothing will vary according to the tastes and social contacts of each member of the family. Just because we are farm women is no reason why we should get in a rut and be out of fashion with our old clothes. Yet on the other hand our clothing budget may dictate that we remodel our old frock upon more recent lines.

We all know how important baking powder is to the cake. Likewise recreation and amusement form a very essential part of the budget. This is small in comparison with food or clothing, but so worth while to the appreciation or depreciation of farm life. Farming is an enterprise in which the whole family is interested, but too often under the compulsion of economic pressure, severe sacrifices are made of health, leisure time, ambitions and the ideals of youth, so that after the farm is really paid for the long planned trip to California is nothing more than a quest for health by the old folks. To budget one's recreation is to balance it, and balanced recreation is as important as a balanced ration. All that breaks the routine of farm life and adds to our environment, education, and higher living is found set down in our account book as bought and paid for—have we got our money's worth?

Now as to the matter of our church budget and our gift budget. We want to share our cake with our friends so we do not want to overlook these budgets. We learn there are four important relationships which we should have toward money: first, earn it honestly; second, spend it wisely; third, invest it prudently; fourth, give it generously. Giving is indicative of unselfishness, and we derive a great deal of joy in showing a benevolent spirit. Character is built for the dollars and cents invested. When one sums up in her accounts all the contributions and gifts whether they are chickens and cakes for the church dinners or fancy work for annual bazaar, or checks for the church, she learns to what extent her

family is giving according to its ability toward the support of the church and community enterprises.

The development of thrift is such a valuable feature of budgeting and accounting. When a friend of mine started keeping home accounts her aim was merely to see if she was spending too much of the farm income for the household. An interesting discovery was made from her records that she had not anticipated. She had made several attempts to show her eighteen-year-old daughter that her personal expenditure was more than necessary, but had failed for the lack of evidence. When the summary of the first year's accounts was made this daughter was convinced that the money spent for her was out of proportion to the other members of the family and to the household expenses. Such a lesson in finance will have a lasting influence through life. After all, the essential value of home accounting is not so much in showing the profit or loss at which the household business is carried on, but rather the lesson of thrift for the whole family. By example children soon learn the value of planned spending. Let us allow our boy and girl help keep the family record. Encourage each member to see the part he is playing in the game. Accounts take children into the confidence of their parents and they develop their sense of responsibility and their spirit of coöperation. Each child should have an allowance according to his age and needs. It may be very small at first but Johnny soon learns to proportion this weekly allowance for his candy bars or BB shot, Sunday School and savings. Little Mary went shopping with her mother one day. Upon reaching the store she was determined to buy an Eskimo pie. Her mother said, "All right, you have your own money to spend if you wish." "But I have only two pennies and Eskimo pies are five cents." Her mother offered to loan her enough to make up the difference and take it out of her next week's allowance. She went on about her shopping and soon noticed Mary with a penny all-day sucker. Mary's only explanation was that she had decided to wait until she got her money before she spent it.

It is through a system of budgets and accounts that homemakers are gaining the business experience necessary to make their homes economically sound.

A word about savings—not the kind of saving that is taken out of income through denial and sacrifice, but the kind that comes systematically for which a provision is made in budgeting. For in budgeting we know that we must save for a definite purpose and it is then that savings become alive and inspiring. So after all an account book is not a dead, mechanical book of numbers or files of fatiguing figures, but a comforting basis for enjoyable and progressive living.

In closing, may I quote Porter Elizabeth Ritchey of New York:

"There are those who see the budget and accounts as a move toward stinginess. There are those who claim they were created to place savings in the banks. There are those who say they will keep money out of circulation. They are all wrong. The budget is based upon the theory that income should be proportioned to bring the greatest mental and physical

returns. The budget will teach the woman to buy more carefully. She will be a satisfied customer who knows what she has bought and why she has bought it. More money may be saved, yes, but it will pass again into circulation in the form of good investments."

## TIME FOR WORK AND LEISURE

### *Hours Worked by Farm Operators*

D. R. MITCHELL

*Department of Agricultural Economics, University of Wisconsin*

Wisconsin farmers are working as many hours as they did eight years ago. The use of tractors and other power equipment on Wisconsin farms has not as yet shortened his working day.

The evidence to support these assertions although not as conclusive as one may wish is based on information contained in detailed cost records kept on 104 farms in three areas of the state during the last eight years. The first area studied is in Walworth County, which is situated in the southeastern section of the state where whole milk is produced for the Chicago market. The second area is in Fond du Lac County, which is situated in the east-central section of the state where American cheese is produced in large amounts. The third area is in Barron County, which is located in the northern section of the state where much of the milk produced is made into butter.

According to these labor records, the Wisconsin farm operator works about 3,300 hours a year, or 9.6 hours on weekdays and 5.7 hours on Sundays. If we consider the summer and winter periods separately, we find that he works 10.2 hours weekdays and 5 hours Sundays during the summer months, and 9 hours weekdays and 6½ hours Sundays during the winter months. He has, therefore, a 66-hour week in the summer and a 61-hour week in the winter.

Many of us had hoped and, I think, fully expected that the use of power equipment on Wisconsin farms would result in a reduction of the working day of the farm operator. We have been led to expect much, from the standpoint of improved living conditions, from the so-called mechanization of our farms. However, in each of the three areas studied, the farm operators who used tractors worked somewhat longer hours than did the farm operators who did not use tractors. This seemed strange in view of the fact that our detailed records showed that the same amounts of farm work were done in less time on farms using tractors. Evidently then, the tractor farmers were not using the time saved for purposes of leisure but for doing additional amounts of work. A further analysis of our records showed that the tractor farmers were milking four more cows and growing seventeen more acres of crops than the nontractor farmers. Because of the tractor, farmers were able to increase the size of their business and yet pay out even less for hired help than did the nontractor



farmers. The mechanization of Wisconsin farms then has enabled one man to do a given amount of work in less time and our records show that the time saved has been used for increased production rather than for increased leisure.

The results obtained in Wisconsin are quite similar to results obtained in other states, several of which have kept records on more farms and for a greater number of years than has Wisconsin. Minnesota, for example, has kept detailed cost records on farms since 1902. Professor Pond informs us that his records show that dairy farmers and small grain farmers are working almost two hours more daily now than they did 28 years ago. To quote Professor Pond: "Obviously, there are two reasons for the increased work day of the farmer. Hired help has become scarce, high priced and unsatisfactory. On the other hand, many hand operations are now done by machinery, so that the physical exertion may be enough lighter to make possible longer days. Of course, the agricultural depression is a very real factor in the situation."

Turning now to Kansas and quoting Professor Grimes of the Kansas State Agricultural College:

"The only information we have concerning the employment of the farmer's time in Kansas at the present compared with prewar days is the result of general impressions rather than carefully collected records.

"In the wheat belt it is evident that farmers are finding more opportunity to spend time for recreational purposes. In the days when wheat growing was conducted with horses, the farmer was tied to his farm for the entire year. At present many farmers do not own any live stock, consequently they can put their machinery in the machine shed or the fence corner, lock up their buildings and get away for a vacation. Many of them are doing this.

"I doubt, however, if there is much difference in the number of hours these wheat farmers are working now as compared with pre-war days, but there has been a change in their relative free time. At present, during the rush of wheat harvest, everything moves at a 50-mile-an-hour rate and on a schedule of 12 to 24 hours a day. The use of mechanical power makes this possible.

"This situation is bringing about another type of relationship, and that is for many people to spend part of their time in the growing of wheat and the remainder of it in doing something else. For example, many of our students and many school teachers throughout the state produce wheat during the summer months and find that it does not interfere with their other employment. Also, many wheat farmers are living in towns at some distance from their farms.

"In the eastern part of Kansas the situation is different. Here it is probable that the trend has not been greatly different from that in Minnesota. Increased attention is being paid to dairying, and this is undoubtedly adding to the number of hours the farm operator works during the year."

Professor E. A. Starch of the University of Montana writes as follows:

“With the introduction of the tractor our dry land farmers have doubled or trebled their acreage. They have been putting in more time than they have ever done before. Only in instances where operators are now completely hemmed in by neighbors and it is impossible to increase acreages has equipment shortened the hours.

“In general, our wheat farmer has considerable leisure, since live stock has almost completely vanished from the wheat growing areas, leaving very little to do during the six winter months. There is a tendency for the farm operator to move into town in the winter in order that he may take advantage of educational facilities.

“Our irrigated farms, of course, are not receiving as much benefit from mechanization as our dry land farms. Whenever a new labor saving appliance is put in it is merely an attempt to turn out more goods rather than to shorten the hours. They have cattle feeding activities in Winter, and in general put in a very strenuous life. Compared with the wheat farmer he has little or no time for any activities outside of his farm work.”

Professor Burdick of the State Agricultural College of Colorado states: “From what I know personally of the farmers of this state, there has been little change in the hours of man labor on farms in Colorado. On the irrigated farms but slight changes have been noted as yet in working conditions due to the introduction of labor saving machinery. Farmers on the plains, operating under dry-land conditions, have introduced the combine, tractor, and tractor-drawn implements, which have reduced the time required to handle an acre of crops. The effect of this change has been most pronounced in the direction of increasing the area handled by one man. By this I mean that each man is working about as long as before but is handling a larger business. He is forced to do this in order to secure an adequate income.”

Our last out-of-state report is from New York, where cost records have been kept on farms continuously since 1914. Labor records on these farms indicate that there has been little change in the hours worked by the farm operator over this period of 16 years. To quote from further on in his letter, Professor Myers of Cornell University says:

“I think the change in farm recreation and social life has been more in the *type* of recreation than in the amount of time spent. Figuring 300 working days in the year, our labor figures show an average of about 10 hours a day, which is a reasonable figure considering the fact that the farmer spends no time in traveling to and from his work. Probably ten hours, under these conditions, represents little, if any, more time away from home than is spent by the average factory worker who puts eight hours in at the factory, but one-half or one hour at morning and at night in traveling to and from work.”

These reports all seem to indicate that at present farmers are working just as many or more hours than they did 15 or 20 years ago, and also that up to the present time the use of power equipment has resulted in larger farm units rather than increased leisure for the farm operator.

## VALUE OF PHYSICAL ACTIVITIES

R. BRUCE TOM

*State Recreation Specialist, O. S. U.*

In this age of Tom Thumb and Teenie Weenie golf courses, school and community athletic tournaments, county horseshoe pitching contests at county fairs, and a host of other similar activities, it is well that some time be spent on discussing how we got this way and where do we go from here.

To say that there is value in home, school and county of such physical activities as baseball, basketball, volley ball, hockey, football, tennis, horseshoe pitching, skating, skiing, tobogganing, canoeing, swimming, golf, hiking, camping, fishing, picnicking, presupposes the presence of some very important factors—first the opportunity for year round participation in one or more different physical activities and second the active participation of the masses. To these may be added a third—a well planned program and under the direction of competent leadership. Not necessarily paid leaders but local volunteer leaders who have the spirit and habit of play.

Too often we kid ourselves into believing that the maximum good is being achieved when the masses are merely spectators at a physical event in which the specialized few participate. No doubt there is something to be gained by being a booster of the home or favorite team. The danger lies in the fact that too often for many this is the only form of participation.

Specifically what are some of the values of a well rounded all inclusive physical program? One author has grouped them under three headings—physical or health-giving—psychological and sociological. Another has listed them under—physical, mental, character-forming, which is subdivided into (a) individualistic, (b) social, (c) civic.

For our purpose let us consider them as “safety valves.” As a safety valve is used on a steam boiler for the prevention of an explosion so physical activities of a recreational nature may be used to prevent not only individuals, but homes, whole communities or counties from physical, mental, moral or social explosion.

This explosion may take the form of a nervous, mental, or moral breakdown in the individual or it may show itself in many anti-social ways such as fault-finding, petty gossip, poor sportsmanship, noncoöperative spirit and many others. Also in a community way it may mean the breakdown of all moral and ethical laws, the failure of coöperative organizations, all of which go to make for community strife and differences.

As we emerge into the new social and economic state, with the many modern conveniences, labor-saving devices, improved transportation and communication and more hours of leisure we need something in the form of physical activity that will make for pure wholesome fun, and uncommercial joy. We need something that will give the individual opportunity

for creative expression, a challenge to greater mental activity and an aid which will help him to take his place in society as a social human being.

To say that the rural dweller needs more physical activity to keep him from "blowing up" physically may sound like heresy. But just ask yourself this question and look around you for your answer. Does farm work furnish sufficient opportunity for complete utilization of the muscles, nerves and vital organs, of the body or does it hamper some parts in their function and lay undue stress on others? If the latter is true and physiologists say that it is, we need something that will bring about a proper balance. Play in the form of physical activity will help do this. It will not only act as a tonic to arouse the emotions and thus react favorably on all parts of the body, but unused muscles will be brought into play, the senses quickened and rhythm and grace will take the place of awkwardness and clumsiness. Agility and skill will be developed to the point where it will be not only satisfying to knock a home run but there will be a keener joy taken in farm and home life. Hay can be harvested with much more joy after the exhilaration that comes from a well played game. Also the looking forward to a fishing trip with the whole family participating has lightened many a task in the kitchen and on the farm.

As a safety valve the social values of play should rank above all others. The activities we are considering require numbers for participation. Thus they present an opportunity for the development of group action which will result in a more definite community spirit and consciousness. Through the support of community teams loyalty may be developed. Team games make for freedom of association of the masses. A positive social consciousness will result and the honors will go to the masses who make their contribution to the community welfare rather than to the specialized few.

A physical recreation program should share the essential aim of all education,—“The development of personality of the individual and of all individuals of society.” While we may not actually build character as we think of building a house, it is possible to establish certain programs which will make it easier for the individual to discover for himself the most worthwhile things in life. It is conceded today by all good educators that a well directed physical recreation program will develop many desirable personality traits. Among them we will find self-control, self-confidence, initiative, determination, courage, aggressiveness, fairness, enthusiasm, joy, and a host of others.

It is not the province of this paper to state how all these values may be accomplished and are being accomplished in many communities. However it might be wise to sound a note of warning. It is one thing to say that certain values are possible and another thing to achieve them. In the stress and excitement of the game unethical conduct may creep in; an over-zealous community may lay greater stress on a winning team than sport for sport's sake; high school boys and girls may be played beyond their endurance in order to make a schedule in a tournament; they may be worked up to a high key in the expectancy of winning a championship and then collapse both physically and mentally at its loss; professionalism

and commercialism may creep in as a result of the desire to always win;—too much training may be given a specialized few in order to produce a winning team. These and other factors may arise to break down and destroy the many good values which may be derived from a physical recreation program.

Let me say in conclusion that the farmer who produces a 100 bushel corn crop, a ton litter, a 400 bushel potato crop, or the wife that produces the prize poultry or bakes the first prize cake for the county fair will get the same joy as the boy who pitches a winning baseball game. Often the trouble with such winnings is that they set out to beat the other fellow and not their own record or it may be that no other diversion has a place in their curriculum, consequently they become narrow in their thinking and actions.

The real community, school or county program is going to provide a variety of activities so that a *thrill* may be gotten in achieving in a new line rather than injecting, as is so often done, some questionable angle to an old game.

We need variety to keep us alert and alive. This can be accomplished without the expenditure of large amounts of money for equipment and high salaried leaders. By the utilization of our natural resources and talents a rural recreation program can be builded of the people, by the people and for the people.

## THE WISCONSIN EXPERIENCE IN RURAL DRAMATICS

MRS. CARL FELTON  
*Madison, Wisconsin*

Several years ago a young man from southern Illinois became farm editor of an enterprising local newspaper. This young chap proceeded to upset all our preconceived ideas of what a farm editor's purpose should be. After a few months spent in becoming acquainted with the farm owners, he was convinced that they were too interested in producing fine crops and building up good herds, to be getting all they should out of life. He felt they needed a horizon wider than the fence lines of their fields and a perspective deeper than the bottom of their milkpails. He saw that they—like so many others in various walks of life—were so busy getting the most out of their business that they were getting very little out of life. How to awaken them to what they were missing in the way of contact with their fellowmen, and how to familiarize them with the more cultural side of life, became his problem.

By the fall of 1926 he had evolved a plan. Sponsored by the newspaper he launched a home talent contest for Dane County and after endless urging, several clubs entered. It is laughable now, to look back on the efforts we made and how we perspired at the unaccustomed task of learning lines and facing an audience.

But from the standpoint of interest aroused and benefits obtained, the experiment was a success. The contest was run off in February, as I recall, and people braved all kinds of weather to attend.

The University had looked on with keen interest and they were so well satisfied with the results that the next autumn they attempted a state-wide contest. County agents sponsored the work and six counties entered. Enthusiasm ran high, and those who had looked on skeptically the first year, bundled themselves into their cars or sleighs if roads were impassable and travelled many miles to root for their respective clubs.

Farmers had found a new job. They were beginning to produce their own entertainment and through the medium of the variety of plays offered and contact with folks from other communities were unconsciously broadening their viewpoints.

Some of the clubs put on stunts or musical numbers, so a well-rounded program was presented. When the final contest was over, regret and relief were so mingled, it was almost impossible to tell which was uppermost—relief that the strain was over, regret that the occasions for contacts with other groups were ended.

And so some of the groups exchanged plays with neighboring clubs and the good work went on well into the spring. These people whose acquaintance list had been confined to the immediate community in which they lived, now had cherished friendships with folks in distant parts of the county.

In 1929 the story was repeated with 17 counties entering the tournament. Figuring anywhere from 4 to 40 contesting groups in each county and from 3 to 8 or 9 people in each cast, you can readily see how many people were active participants in the movement.

Truly, "all the state had become a stage." The 1930 season was a repetition of the interest of 1929, but the situation was handled a bit differently.

The junior groups consisting of 4H club young folks, held their contest in June instead of in February, with the adults.

The Wisconsin Drama Guild had been organized the year previous and two counties entered its contest, held in March, so that only 16 counties entered the county contests, and only eleven sent their winning cast to Madison to compete.

Lack of funds, long distance, and a general feeling of satisfaction with what had been accomplished from a county standpoint led these three to decide not to send their casts.

And now what has all this meant? First that people who had previously been content to be entertained, were now eager to do the entertaining. Second, they were finding that teamwork was an absolute necessity if success was to crown their efforts—a point of view too many farmers have overlooked. Teamwork not only to make a play successful, but teamwork to accomplish all the other worth-while things which may be ours only if we pull together and third, in the playing, they were forgetting themselves and their troubles for an evening or two and were really living the

lives of the characters they represented, and the audience was obtaining an insight into the problems confronting others. Such laugh-provoking comedies as "Rats" and "100 Dollars," such emotion gripping plays as "The Valiant" and Mary K. Reely's "A Window to the South," such mirrors of farm life as "Mother Pulls the Strings" and "Goose Money" could not fail to leave indelible impressions.

The difficulty of obtaining suitable plays stimulated several people to write plays for their groups and so that activity can be attributed to the interest created by the Tournament. It is to be hoped more groups will attempt to dramatize incidents of their community life and so build up a record of interesting situations in our state development.

One is amazed at the interest evinced in these contests. When our county elimination contest was held at a local theater, hundreds were turned away. Not rural folks alone but city dwellers who were anxious to see what farmers could do. And how delightful it was to see these friends and neighbors, whom we never had suspected of having such ability, suddenly blossoming forth as mayors, doctors, tired business men and yes—convicts!

One group estimated at least 5,000 people had seen their play and when you consider how many groups are doing the same thing, you get some conception of the size of the movement. At that only about 1/3 of the counties of the state have participated.

## RURAL IOWA BECOMES MUSICAL

ALSON SECOR

*Successful Farming*

Walter Damrosch, conductor of the New York Symphony Orchestra and famous broadcaster, has said that he gets more letters of comment from Iowa radio listeners than from any other state, population taken into consideration. Iowa is not Italian or Welsh in even a noticeable percentage of its population. Iowa is largely rural, of mixed nationalities, yet Iowa is becoming music conscious for some reason. Maybe we can trace the reasons why this is so.

Before the days of even the phonograph as a popular instrument in almost every home, the Iowa legislature passed a law making it mandatory that music be taught in the public schools. That was a gesture in the right direction, but you may well imagine the impossibility of the general run of teachers being at all musical, saying nothing of their inability to teach music. The 1911 Iowa law meant vocal music, school singing—the elements of harmony. Even that was a big order and the teachers all hastened to some place to get a little smattering of music so they could get their teachers' certificate. Only the city schools had a special teacher of music. The rural schools were quite another problem. I never heard of a rural teacher losing her job or of being prosecuted because she

couldn't carry a tune—in her dinner bucket or otherwise! The state was quite patient.

Then C. A. Fullerton, of the Iowa Teachers' College, conceived a plan whereby the rural teacher would not have to carry a tune. "Let George do it." Put the tunes on phonograph records, and all she would have to do would be to set apart a little time each day for singing.

It did not go over very big because the school boards had to buy the instrument and records. But Fullerton was persistent and now he triumphs. At the last Iowa state fair he and his assistants conducted a great rural school choir of over 3,000 voices that had been trained wholly by phonograph records in one-room rural Iowa schools. There were some 7,000 trained for this concert but because of the distances, the drought and other causes, only about half actually came to Des Moines from 60 counties and sang in the afternoon and evening. The event was broadcast.

Even a trained voice teacher can sometimes not do as well with rural children as can a record presented by any ordinary rural one-room teacher. The records are made by experts. They are correct in tone, quality and expression. The children are good imitators. In order to hear the record they must hum or sing very softly. This creates the habit of attention, of imitation, and gives a soft sweet tone instead of the loud strained tones that naturally develop when each child sings with a teacher and wants to be heard.

The state fair presentation broadcast over the state has aroused the counties and the local schools to take an interest in this training. In a few years Iowa's rural children will be even better singers. Without rehearsal, over 3,000 country children put on a worthy broadcast program that has attracted national interest.

Just ten years after the Iowa school music law became effective, Iowa enacted the Iowa band law which was fathered by George W. Landers. By this law any town or city under 40,000 population can vote a tax to support a town band. These municipal bands give weekly concerts to the public, and are very popular on summer nights. People come by auto from far and wide to listen to the bands. A good bandman can train two or three near-by town bands and thus make a pretty good living, and at the same time do a great deal of good in developing musical talent in Iowa boys and girls, men and women of the rural districts and small cities.

That was not enough. The Iowa high school bands and orchestras have an annual state contest subsidized by the University of Iowa. These contests are split up into all sorts of musical contests, vocal and instrumental, solos, and combinations of instruments. Iowa youth surely has a chance at musical expression.

And that is not all. When the Four-H clubs meet in their annual meetings at Iowa State College, boys and girls separately because of the large number, they are trained then and there for harmonica bands by a leader sent out by the Hohner harmonica company. There are Four-H club bands and orchestras, Farm Bureau musical organizations, and no end of local musical groups.



In 1927 the Iowa State College held its first rural orchestra contest. The interest grew until there were orchestras of twenty-five to over thirty instruments, most of which were played by farm folks. In these orchestras are father and son or daughter or, as in the famous Lybarger orchestra of Osage (which played for the A. C. L. A. at Ames and Madison), there is grandmother, son and wife, and grandson. You see, it is a community affair, of all ages and both sexes. The Lybarger rural orchestra has played for two years at the state fair.

Then Iowa started another contest which is fostered by the Iowa Farm Bureau and Iowa State College. In 1929 seven male quartets contested for honors. Every man had to be a real farmer. In 1930 there were ten quartets who presented themselves for the contest on the stormiest day Iowa has had in many a year. There will be more entries in the 1931 contest. These men do not dress or act like rubes. That scores against them. They do not sing trashy stuff. As for the rural orchestras, the best music is none too good. At the close of their contest they sing in a massed male chorus.

Now the women of the farms are asking why they should not put on ladies' quartets and choruses. Nothing can stop them. So we will soon have rural church choir contests, rural mixed choruses, and all sorts of vocal expression.

Iowa is tuning up!

# THE ARTISTIC IN COUNTRY LIFE

## THE NEED FOR THE ARTISTIC EMPHASIS IN THE RURAL HOME AND ITS SURROUNDINGS

JAMES FORD

*Executive Director, Better Homes in America*

The home exercises a deeper influence upon the lives and welfare of human beings than any other social institution. This is primarily because the home is the most continuous and the chief environment of the earlier years of life and because those earlier years are the most impressionable. In infancy there is no other environment that counts, and even during the school years the child ordinarily spends more of its twenty-four hour day in the home than outside. The hours of the day in which people at all ages are most open to impressions and suggestions are those of the late evening and early morning, and such hours are spent by all persons during their developmental years in the home. There can be no question therefore that the influence of the home environment will be profound.

The standards by which life is governed and the ideals toward which man strives are acquired in the earlier years of life and modified with difficulty by subsequent contacts and experience. Attitudes, habits of thought and of action become well fixed under the influence of parents and other members of the household. Hence the responsibility is definitely lodged with parents and with organizations for parental education to see that deleterious influences are removed so far as possible and that all the factors in home environment shall make for wholesome well-rounded development and for individual and community progress.

Beauty and goodness will be recognized as closely related concepts and most persons who have given the matter thought are convinced that they are merely diverse aspects of the same ultimate ideal. The cultivation of beauty is, therefore, a means to moral development. Properly directed it provides both a proper medium for moral growth and an inspiration to moral achievement.

In rural districts ugliness is never necessary. It is merely the result of ignorance, carelessness or neglect. For Nature is lavish in her provision of loveliness and grandeur, for man's daily inspiration. The city dweller can see the beauty of sky, clouds and the sunset only through a slit in the hideous rows of tenement houses or office buildings, and for him, pavements and curbstones must take the place of the trees, grass and flowers which continuously surround the family that is so fortunate as to live in rural districts.

The stabilizing influence of the home in a materialistic age is greatly strengthened by influences that tend to endear it to thought and memory. The hold of the country home upon the younger generation is undoubt-

edly increased by the cultivation of beauty within the home and its surroundings. Hence, the need of the artistic emphasis in any campaign for rural social development.

To provide for beauty in the architecture or furnishing of a home, or in its premises, does not require a greater expenditure than is involved in the more ordinary types of house design and furnishings which now characterize our rural districts. But even a one-room log cabin can be made a thing of beauty and the chief essential in larger houses is to so plan them that they shall fit properly into their natural settings. If plans of well-designed rural homes could be made accessible to all home-builders by competent architects in our state colleges the problem so far as new houses are concerned would be largely solved. A competent architectural extension service to advise in the remodeling of old houses might lead to a vast improvement in the appearance of existing dwellings.

Within the house the furnishing and decoration has unfortunately been a haphazard development in which the accumulations of heirlooms, gifts and random purchases has too frequently resulted in a meaningless hodge-podge rather than an artistic ensemble. It takes thought, time and some training to overcome conditions of this sort. Nevertheless, most families have some possessions of quality which may be made centers around which future plans for interior decoration can be organized. A fireplace can be made such a center and so also can good pieces of furniture inherited from earlier generations. Care in making eliminations and replacements and arrangement of furnishings bit by bit make any room a center of which the family may well be proud. Classes in the refinishing of old furniture and study of the methods by which artistic results can be achieved may involve the interest and activity of every member of a household so that the making over of a living room, a bedroom or a kitchen becomes a coöperative undertaking in which all members of the household may take an active part.

Out of doors the problem is even more simple. Good advice on planting and landscaping and care of lawns, shrubs and flowers is also available from state agricultural colleges and other sources. Nature can even correct our worst mistakes in domestic architecture through the planting of trees, shrubs and vines. The family woodlots, fields and pastures will yield trees, shrubs and flowers which can be transplanted and before many years the transformation will be complete.

The first essential is to overcome the unfortunate public impression that beauty is a luxury. The second essential is to cultivate appreciation of beauty on the part of the younger generation and so far as possible among their elders. A recognition of the fact that simplicity and dignity are more important factors in beauty than ornamentation and costliness will help this program materially. A feeling for line, form, mass and proper use of color is easily developed in children and the best examples of good local architecture, planting and interior decoration can easily be called to everyone's attention through public tours to improved homes during Better Homes Week and also through home improvement contests. The inevitable result of a well-organized program of emphasis upon the

artistic in rural home surroundings will be a strengthening of home ties and development of the home ideal, a deepened sense of community responsibility, daily happiness which comes from appreciation of the charm and loveliness in one's surroundings and an increased joy in living.

## THE APPROVED FARM HOME PROJECT AS FOSTERED IN MICHIGAN

MRS. ILA LEONARD

*Household Editor, "Michigan Farmer"*

Over in Michigan, we, like many another farm publication in neighboring states, have been urging our folks for a number of years to build convenient and attractive farm homes and to remodel their old ones so that they do not require so many steps to wash the dishes and bake the bread and so that all the water used in the home does not have to be supplied by the armstrong system. But I think we've just been talking about better farm homes, and although talking is to be given due credit, we haven't been doing.

Many of our Michigan farm homes are the sturdily built homes of our pioneer grandfathers and grandmothers. Of them I heard one of our rural electrification specialists, Mr. H. J. Gallagher, who has studied rural homes for a number of years, say, that if fifty per cent of our farm homes were torn down and rebuilt, the owners would be ahead financially and physically in the long run because of the wasted fuel, upkeep, and energy wasted in these large and poorly arranged homes. He said further that he honestly believed that in this fifty per cent of farm homes, the homemakers wasted at least forty per cent of their energy. All of which could be spent in constructive recreation or leisure. Our pioneer grandparents built large homes, with large kitchens in which to prepare large quantities of food to feed large families. Here in the kitchen also the flax and the wool were prepared for carding and spinning; large pantries in which to store large quantities of food; large living rooms in which the whole family assembled to enjoy long winter evenings together and in which mother had her spinning wheel and loom.

These might have been the requirements of a good farm home in those pioneer days. I really believe they were. But now the time has come when the manufacturing plant has moved out of the home. No longer do we need the large homes with the large rooms to accommodate the home industries and the large families but in many cases we still have these same large homes.

For many years the *Michigan Farmer* sponsored a general program of better homes, but one day some one asked the question, "What constitutes a good farm home?" Out of a conference between the agricultural engineering, the home economics and the landscape gardening department of Michigan State College, master farmers and their wives and the editorial

staff of the *Michigan Farmer*, assembled to determine a concrete answer to this question grew our Approved Farm Home project.

After numerous conferences we decided upon the basic requirements of a good farm home and evaluated each. Among other things we said that a farm home should have:

- Electric lights,
- A furnace,
- A water system—hot and cold, soft water and cold hard water,
- A bathroom,
- A power washing machine

and other suitable labor saving equipment. Further we said that they must have these improvements arranged in a definite relation to each other. There are certain requirements regarding the structure of the house, the relation of the rooms to each other, the type of the exterior as well as certain requirements in landscaping of grounds and their maintenance.

There are certain requirements as to line and design of furnishings,—all of which we compiled in a bulletin together with a score card, for scoring the home on a basis of 1,000 points,—600 points for the building, 200 points for the furnishings and equipment and 200 points for the landscaping of grounds. I won't take time to go further into these requirements of an Approved Farm Home for the details are lengthy and we have them available in bulletin form.

In laying down these requirements of a good farm home we most religiously avoided any attempt to standardize farm homes—the farthest point from our aim. Believing that the home should be a place where one has the opportunity to express their individuality and personality, only the basic requirements were considered which we allowed should be common to every good farm home. In scoring the homes each home was treated as an individual problem.

Realizing the magnitude of the task of building up a farm home we do not place the scoring of the home upon one individual. Rather it is left to the judgment of the committee, composed of a representative of the home economics, the architectural engineering and the landscape gardening department of Michigan State College and one member of the editorial staff of the *Michigan Farmer*. In order to keep the standard of the project high, each member of the committee visits a home before it is finally designated as an Approved Farm Home and the plans presented to the farm folks in our state.

In the homes that are nominated of course all do not pass. In the case one doesn't, if agreeable to the home owner, that home is made a demonstration home. Suggestions are made, diplomatically, as to where the home fails to qualify. The owner then agrees to make these changes when possible and is given full credit for any improvements made.

Repeatedly we hear home builders make the statement that if they were building another new home they would not build it just like the first one for this or that reason. The Approved Farm Home project should save many from saying this in the future. Mistakes were made because builders

were not familiar with the basic requirements of a good farm home. The information gathered from the survey of farm homes nominated each year is invaluable to us.

The project has helped immeasurably in correlating our home program with that of the extension department of our agricultural college. With two agencies working toward a mutual aim, much more is to be accomplished.

We have found farm folks open minded to the Approved Farm Home project, anxious and willing to receive practical suggestions with a farm flavor.

It has enabled us to check up on labor-saving equipment, modern improvements, furnishing of the farm home and learn to what extent farm folks solve their individual home problems.

The home is the hub around which life on the farm centers. In inspiring our folks to build better farm homes—homes of the 4 C type—that represent convenience, comfort, coziness, and cheer, we believe we are building toward a better and more permanent agriculture for our state.

## DISTINCTIVE FEATURES OF WISCONSIN HOME BEAUTIFICATION CONTEST

FRANZ A. AUST

*Associate Professor of Landscape Design, Department of Horticulture,  
University of Wisconsin*

Many home grounds beautification contests have been conducted in various sections of the United States. These usually have been contests with city home grounds rather than rural home grounds. Comparatively few contests have been conducted with rural home grounds. In many cases where home grounds of either type have been conducted, they have been branded as unsuccessful for several reasons. The chief difficulty seems to be that the emphasis was placed upon the most beautiful home grounds and in practically no case has the contest been on the basis of the greatest amount of improvement.

The Wisconsin Home Grounds Beautification Contest is distinctive in these points:

1. It is in every case the spontaneous outgrowth of a local demand and never superimposed by an outside organization.

2. Wherever possible in the rural home grounds contests the work is tied up with that of the County Agent and the State University Department of Horticulture, and the contest is primarily educational from beginning to end.

3. Contests are always centralized and localized along definite highways through a local community club membership or boys and girls club membership.

4. By concentrating the efforts along a single highway, the results are very much more outstanding and the work spreads from those who are

entered in the contest very rapidly to those who, because of prejudice or other reasons, have remained out of the contest.

5. There are always two awards of prizes: one for the most attractive home grounds irrespective of buildings, and second, for the home grounds making the greatest amount of improvement during the growing season.

6. A score card is used as a basis in making the awards. Each home ground is judged by one judge at the beginning and at the close of the season. The difference of the two scores is the basis upon which the greatest amount of improvement awards are made.

7. An outstanding feature is that the landscape specialist accompanies the judge as he visits each of the contestants in early spring, the specialist making suggestions and sketches for the improvements which might be made. The specialist also furnishes planting lists and suggests the prevailing scale of retail prices for the plants. This type of extension service has proved to be the most effective of any type of landscape extension service tried in Wisconsin.

8. At the close of the season a general meeting is arranged at which all of the contestants are urged to be present as well as any others in the county who are interested in home grounds improvement work. An inspirational talk is given, illustrated with lantern slides, and the prizes awarded to the various winners. Very frequently the judge in the contest explains by means of lantern slides the reasons for making the awards.

## BEAUTY IN AMERICAN LIFE

LORADO TAIT

One of our wise men has written, "Art is the Ark of the Covenant in which all ideals of beauty and excellence are carried before the race." It is because I heartily believe this that I am here today.

Throughout the ages there have been men who delighted in whittling, in drawing and painting. They decorated their bodies, their homes and their shrines. Now and then one of these craftsmen had a vision of something more wonderful or more beautiful than anything he had known before—an ideal which he felt must be preserved and shared with others. He may have glimpsed the mystery of the "burning bush" or dreamed of "angels ascending and descending." Perhaps an inexplicable joy has thrilled him; perhaps an overpowering awe. In any case it is something vastly important to him; something which compels him to make in enduring material a record of his experience. Studying these emotional expressions of other days one is constantly impressed by their earnestness, their naively passionate appeal, at times as poignant and inarticulate as the moans of an affectionate household pet. Along with the prophets of Israel and the world's real poets, these nameless toilers of the centuries came closest, it seems to me, to a fulfillment of Nietzsche's high ideal, "Life means for us constantly to transform into life and flame all that we are and meet with."

Is there anyone in my audience who can tell me, offhand, what we are on earth for? I am always hoping that some person may rise in response to my question, and answer the "Riddle of the Universe." But no, the men of thought who have preceded me on this program have openly proclaimed their uncertainty. I have asked high schools—the wisest of all assemblages—but they were wiser by far than I had dreamed; they did not know, and knew that they did not! When I was a boy it was quite otherwise; the catechism told us all about it. But today even the preachers acknowledge their ignorance. There is progress all along the line! Baffled on every hand, we recognize that we come out of mystery and that we depart into mystery; we have no notion what it is all about. The whole game would be a ghastly farce were it not for the assurance felt by most of us that we are making progress. Progress—in what direction? To me the most obvious token is in these records of the ages; the appreciable gain in the world's spiritual wealth. Through poetry and painting and sculpture, life begins to explain itself. The thing most precious, the highest ideal, man has always embodied in the form of art and transmitted with his love to those coming after. Hence it is that little lands which all together would not fill one of our states, countries like Greece or Palestine, loom large in the past. They have bequeathed to us their treasures, while other enormous territories are forgotten because they did nothing for us. Yes, these little countries created, and we have "entered into their labors."

Aside from their intrinsic worth these precious things have another value for us, a message particularly needed in America; they help us to realize the infinite sequence of life. As a nation we have little accumulated wisdom and slight appreciation of the gifts of the ages. Our life is casual, without background. Our homes seem to be on casters, like our furniture,—ever moving, ever changing. Our recreations are hectic—at forty or fifty miles an hour. Our music is jazz; our drama, the movie; our literature, the strident daily. To the other arts we are practically immune. If only we could pause long enough to read the message of the centuries! If our people would but listen to the invitation. "The eternal court is open unto you with its society, wide as the world, multitudinous as its days, the chosen and the mighty of every time and place." What a companionship is offered us! Here is my confession of faith. I hold that as intelligent people we have a right to: (1) all of the beauty around us, the beauty of nature which most of us never perceive; (2) all of the inheritance of the past, of which Americans are particularly unconscious; and (3) to the talent which springs up perennially, but which America's rushing life is wont to extinguish before it takes root.

We live in a world of beauty—we are immersed in it, says Emerson—yet how seldom do we perceive it! What a different universe this would be if our senses were trained to see and hear. We are the heirs of the ages. An incalculable inheritance has come down to us from the past; treasures of literature and the arts. All is ours to have and to hold, if only we desire it; but, alas! We Americans are strangely oblivious of this wealth. For most of us the great masters have toiled in vain!



In every community there appears now and then an unusual talent; every school reveals an occasional child with an authentic "vocation." As a rule, these talents which might be capitalized for the common good are carelessly wasted, and the potential careers of happy achievement are thwarted by lack of sympathy and understanding. "Like the seed of the scripture parable they spring up gladly only to wither on dry rocks."

There is inspiration in the thought that in learning to enjoy good art we are actually making ourselves better citizens and contributing to the welfare and advancement of the land that we love. And then when unusual talent appears unheralded we shall be able to recognize and protect it, perhaps the greatest privilege of all.

## PRESERVING NATURAL LANDSCAPE IN A COUNTY PARK SYSTEM

I. S. HORGAN

*Park Superintendent, Wausau, Wisconsin*

The Marathon County Park system was started in 1920 at the time Marathon County Agricultural Society owned 78 acres of land adjoining the city of Wausau on the west which had been used solely for Fair purposes except for a shooting range in one part of the area. About two-thirds of the property was covered with a very good stand of second growth white pine.

Mr. C. C. Yawkey, one of the old lumber men of the city, had been considering ways and means whereby he could preserve this magnificent growth as a typical example of the original white pine country of Wisconsin. At his suggestion the agricultural society agreed to deed the property over to the county, if the Board of County Supervisors would appropriate \$60,000.00 for the construction of a much needed grand stand and stock pavilion, and also appropriate \$10,000.00 toward the development of the park colony with \$20,000.00 which Mr. Yawkey offered for this purpose. This proposition was agreed to by all parties concerned and as a result a county Park Commission was formed under the provisions of chapter 24, of the laws of 1919.

The commission first arranged to have a comprehensive park plan designed by a competent landscape architect. Drives and paths were then cut through the wooded portions. These were graded and then gravelled. A rest cabin and a picnic kitchen were constructed. City water was piped to the park for fire protection and drinking purposes. The remaining trees were pruned and thinned out where the stand was too thick.

About this time several new sites were offered as gifts for park purposes. This brought up the question of what areas were to be accepted for parks and what rejected, if any. The Park Board decided to establish a type standard by which they could select parks which would be of value for this purpose. Four groups were designated as possible types. They were, (a) heavy forests consisting mostly of one variety of trees, (b) the

prairie type, made up largely of more open woods having wild flowers in profusion as the main features, (c) rugged eroded areas and outcropping of rock formations, (d) brook, river and lake frontage, either boulder strewn or clear but well forested.

All sites accepted must be good examples of the original Wisconsin landscape, as this is one of the original ideas in establishing the park system. Then, too, the areas should be of sufficient size to permit both active and passive recreation. Effort is made when securing new parks, to locate them as close as possible to the more thickly populated communities. It is felt that the more developed portions of the county should be taken care of first. Desirable sites for parks are fast disappearing, hence it is necessary to reserve all such areas as fast as possible.

The result of establishing a type standard is indicated by the present parks. Marathon Park, an area of 78 acres is a good example of the original white pine forests of Wisconsin. The Dells of the Eau Claire, an area of 60 acres, is a rugged, eroded area with many rock outcroppings. The tree clad area includes, elm, maple, oak, birch, and hemlock. Cherokee Park is a boulder strewn area of 20 acres, more or less elongated bordered on one side by a fair sized stream. Unity Park, of 18 acres, is a good example of the prairie type, having a profusion of wild flowers throughout. Gooding Park, an eight acre piece of land, is completely and thickly covered with jack pine, and is a good example of the jack pine areas of the state. Athens Park, the newest and so far the smallest, is a five-acre area of the forest bordered brook type also having a decidedly rolling topography. An effort will be made to increase this area to 20 acres.

As soon as a park has been secured and the title properly executed, work of improving it is started. The area is cleaned and cleared of all debris—all dead and down timber is cleaned up, undesirable brush cut and burned. When this has been done drives are cut through, if the area is such as to warrant them. These in turn are graded and graveled. They are then put in shape for use with all necessary bridges and culverts included. Paths are cut through the forest and graveled where use demands.

Shelters and comfort stations are constructed. Wells are dug, driven or drilled. If springs are found on any of the areas they are improved by sinking curbings and constructing spring houses over them. Tables are constructed with seats attached and of sufficient weight to keep ambitious parties from carrying them away. Fireplaces are constructed for two reasons—first as a convenience for picnic parties, and second, to regulate the building of fires, thereby keeping down the fire hazard.

Some of the newer developments in the parks are baseball fields and tennis courts. As a more comprehensive rural recreation program has been developed it will no doubt be necessary to add to these. The tourist shelter at Marathon Park is very popular, not only with tourists, but also with local picnic parties. The equipment of this building includes gas plates which are operated by five cent meters. Then, too, there are hot and cold showers which are also operated on the five-cent meter plan. Water and wood is furnished free. Two parts have concessions where soft drinks, sandwiches, confections, cigars, and cigarettes may be purchased.

The parks as they now exist are used to capacity. The present improvements are inadequate. It will be necessary to add new ones. Then, too, the areas are limited in many of the parks so it will be necessary to add to the present holdings. This is possible in most cases. The number of visitors are increasing each year. Not only are more local people using the areas but the number of people from neighboring counties are also increasing, thereby causing overcrowding in the present parks.

An effort will be made to secure at least one park for each township. A good start has been made but as there are 43 townships in the county it will take a long time before a complete system has been developed.

It is the desire of the Park Commission to have a big comprehensive park system completely covering the county, made up of desirable parks and linked together with a complete parkway system. All park areas will be so developed that a big recreation program will be carried on throughout the year thereby making the system one of the biggest and best in the country.

## SOME FIRST STEPS IN HIGHWAY BEAUTIFICATION

NORMAN A. MORRIS

*Extension Landscape Architect, University of Wisconsin*

Roadside Improvement under one name or another is becoming a national movement in the United States. There is a "National Association for the Protection of Roadside Beauty" with headquarters at Washington, D. C., which is doing much to promote the cause but their efforts thus far are chiefly against billboards.

The Vermont Chamber of Commerce in conducting a campaign for Roadside Improvement in that state in 1929, made a survey of the movement in the United States and concluded that most of the states are becoming interested.

The American Association of State Highway officials, meeting November 14, 1929, at San Antonio, Texas, went on record as recognizing the value and need for preserving and augmenting the æsthetic and scenic values made available by the highways.

Federal aid is available for the planting of trees along the national highways, and has been for two years. A letter of July, 1930, from the office of T. H. MacDonald, Chief U. S. Bureau of Public Roads, states that as yet no state has applied for any of this money.

The complete list of states that are doing more or less work on their roadsides as we have been able to check is: California, Connecticut, Illinois, Massachusetts, Michigan, Missouri, New York, New Jersey, Oregon, Ohio, Pennsylvania, Utah, Vermont, Washington, West Virginia, and Wisconsin.

Now what are the possibilities of landscape highway improvement in Wisconsin? First, may I give a definition of what roadside improvement consists. To quote, it is:

“.....any form of plant decoration and road construction work that will enhance the æsthetic treatment of the highway right-of-way in general; planting, trimming out, seeding to grass, opening up vistas, neat grading, clearing away of objectionable objects, erection of artistic direction signs, and any other necessary structures that are in harmony with their surroundings.....”

Proponents of Landscape Highway Improvement, like the promoters of any worthy cause, must have a goal to seek, an ideal to work toward. Let us picture what the ideal Wisconsin highway may eventually be.

First and fundamentally, the rights-of-way will be kept in landscape harmony with the adjacent property and countryside.

The well sodded faces of the cuts and fills will be finished at such angles as seen to blend into the surrounding topography and make the “ribbon of concrete” appear to be almost a natural formation.

There will be no public utility poles nor obnoxious outdoor advertising in the form of billboards, poster panels, painted bulletins, sniper signs, or building placards to distract from the beauty of the natural scenery.

Only the approaches to cities and towns will boast of straight formal lines of evenly spaced trees. In fact, only in timbered sections where trees naturally grow, would there be any tree masses at all except here a specimen and there an informal group. In general the same would be true of the shrubs, although the range would be more widespread and will have specific functional uses in addition to its visual aspect.

Such development will require careful study and supervision by one fitted for the task by natural aptitude, vision, love of Wisconsin landscape and landscape architecture training. There can be no standard plan; each situation will be a problem in itself but one requiring to be solved as a part of one statewide scheme.

The people of Wisconsin may well consider the possibility of a system of parkways joining the excellent system of state parks following in many instances the attractive woody stream and river valleys.

The relation of roadside improvement to safety, erosion, to snow drifting and to maintenance are also important problems to be solved as the work progresses. There are, however, three basic problems which must be solved at the outset in order eventually to approach the idea of roadsides which has already been mentioned.

First, there is the necessity of establishing a working organization and policy to carry on the work properly. Much must be done in the way of education, legislation, and promotion to reach this end and this matter certainly deserves more study and research.

Second, the problem which we feel to be the basis for the actual landscape improvement of the highway after the working organization is established is that of modifying the application of the standard cross section so that the resulting cross section will always be in harmony with the landscape.

Third, the next most important problem after establishing the landscape highway improvement program on a working basis is the control of the scenery off the rights-of-way.

Actual landscape highway improvement is not general in the United States, but is growing. It is starting to develop in Wisconsin and the great Middle West and is in need of direction.

There are ample possibilities for beautiful highways in Wisconsin and every state in the United States.

# COMMUNITY OPPORTUNITIES AND POLICIES

## FACTORS IN THE COMMUNITY WHICH AFFECT THE HOME AND STANDARD OF LIVING

ETHYL CESSNA MORGAN  
*Iowa State College*

One of the joys of being the daughter of a minister and the wife of a government man is that one is thrown into a number of different communities. My own experience extends from living in a small Southern village, where one could not buy even the *Saturday Evening Post*, to several county seat towns in the Central West, to at least two college towns, and to larger cities. I presume it is this varied experience, plus a genuine interest in folks and a desire to have my own children grow up in the most desirable environment possible, which has led me to become interested in a very real way in the relationship of the community to the family.

Anyone who has done community work knows just how much of a problem this relationship is. We have all met the criticism that the community was assuming too many of the responsibilities which should belong to the home. I remember being in a P. T. A. meeting where the school superintendent explained in detail that the public schools had been forced to take up the teaching of manual training and home economics because these things were no longer taught in the homes. When he had finished, one mother rose up in ire and spoke what many others felt—that if the school would let the children stay at home more the parents would have a chance to teach these things.

Another time I had a long argument with a bachelor sociologist who insisted that because I had erected goals for the ideal community which apparently took over certain traditional functions of the home of our more isolated yesterday that I was helping to tear down the home.

We have met the excuse when we have asked people to assume some community responsibility that it would interfere with their home responsibilities.

We have also heard those who struggled on trying to carry more than their share of community burdens severely criticized because they were neglecting their home duties.

To me the community is not stealthily taking over home functions, but rather, the home, as its standards are raised, enlarges its sphere of influence and responsibility until the community has become *The Enlarged Home*. It must assume its share of the burdens and responsibilities for wholesome family life today.

Lita Bane once said that the ideal home should be “mechanically convenient, economically sound, physically healthful, morally wholesome, ar-

tistically satisfying, mentally stimulating, socially responsible, spiritually inspiring and founded upon mutual affection and respect."

These goals are not essentially different from those our grandmothers had, but in accomplishing them our present standards call for far more than we can give as individuals. Physically healthful means hospitals, sanitation, control of communicable diseases. Mentally stimulating means schools, art galleries, libraries, concerts practically impossible to us as individuals. In fact, there is not one of these goals which we may attain for our homes today without the assistance of the community.

In calling for help from the community, however, we do not want to destroy the home as a basic institution. Rather must there be a nice balance between home and community functions, both working hand-in-hand toward the same goal—the development of the youth of today so that they will become the progressive and dependable citizens of tomorrow.

With the problem of this balance in mind, a couple of years ago, under the direction of Miss Ruth Lindquist and Prof. G. H. VonTungeln, at Iowa State College, I started out to study this question of just what the home had a right to expect from the community and what the community should expect from the home. It seemed to us that this would be most usable in the form of a score card for the community. We had not gone far with the project before we found that the Rural Organization Section of the Extension Service of the College had the same sort of an idea and that West Virginia, under Mr. Frame's direction, had already worked out a well-developed score card program.

Walter Burr, professor of Rural Sociology at the University of Missouri, says in his recent book on *Small Towns: Their Trade and Culture*:—"It is not our business to build communities after a preconceived ideal. It is our business to come in upon the life of a community as it actually is now, help to release resident forces for expression, study the processes by which they continue to operate and proceed from lower to higher. Anything other than this partakes of despotism, however benevolent the intention may be."

It is as an aid in analyzing these resident forces within our communities and awakening those which seem dormant that our score card is offered.

What then are these forces?

After very careful study based on constructive suggestions from a number of people interested in the various phases of the problem as well as on personal experiences, it seemed that there were ten factors through which the community affected the homes and standards of living. These are civic organization, housing and physical environment of the homes, economic and industrial conditions, provisions for health and sanitation, public school system, general cultural environment, recreation facilities, social standards, religious welfare policies and organizations carrying on community work.

Certainly a community cannot be a very potent factor in maintaining a high standard of living unless it has an efficient civic organization made up of citizens actively interested in their government, wise administrative

policies eliminating the abuses of graft and providing for the wise management of public funds, adequate civic equipment and a definitely planned program of development.

Then, it seems to me, that a desirable physical environment is as essential in maintaining a high standard of living in the community as neat, well-fitting clothes are to the individual who would live on a high plane. As we ride through the country, I do not believe we would miss far the correct estimate of the standards of living in the various communities through which we pass if we judge them by their external appearance.

Not only must there be sound banks and provision for steady employment under healthful conditions, but there must be also the closest coöperation between buyers and sellers in marketing produce, between employers and employees, between the town and its trade area, and between the community and its homes in furnishing opportunities for securing competent assistance in the conduct of the household.

In rural communities the accessibility of the services needed to maintain a high standard of living are of prime importance. We have all seen the changes in the farmer's standard of living with the increased opportunity to obtain the things he needs and desires. The preliminary Standards of Living Bulletin which you have all seen gives some very interesting facts concerning the trading facilities available to the farm population. The question of the service relations of the town and country and the provision of a community large enough to provide these services is vital to the standard of living.

Maintenance of health is becoming each year more of a social responsibility. As individuals we can do little without the assistance of the community in providing pure water, garbage disposal, control of communicable diseases, and regulation of market conditions, especially for foods. Since much of the health service required by our present standards is prohibitive to the individual families, we must look more and more to the communities to provide public health clinics and other services such as educating people as to the importance and the ways and means of preventing disease.

We all recognize the relation between education and civilization. When we stop to think of the amount of time our children spend in the school room during their most impressionable years and realize that this education is almost entirely in the hands of people designated by the community, we see just how important the community is not only in influencing our own standards of living but also in determining the standards of living of the rising generation.

To insure a cultured community it is not enough to have a good public school system. The schools build largely for tomorrow, but much of their good effect is lost if there is not a cultural background on which to build. The provision for this background is largely a community responsibility. College towns do not have a patent on "cultural advantages." There is no reason why every town should not have its library facilities, its musical organizations and concerts, its art exhibits. Particularly, I believe, should facilities for adult education be stressed.



We take our present civilization so much for granted that we fail to realize how rapidly the changes have come. Dorothy Canfield Fisher pointed out in a recent address that even the virtues which were most to be admired in the pioneer struggling life must be superseded by the requirements of our present age. The stern necessities of the life of yesterday cannot be used as an excuse for not being up to date on our modern life. The September *Farmer's Wife* contains a picture illustrating the adolescent's attitude toward his parents in which it represents the parents as mere pigmies compared with the adolescent giants towering above them.

If we adults do not accept the challenge of our youth and grow as they grow, we deserve the ignominious position which they assign to us; and since the world is increasingly an adult world, we condemn it to an ultra-conservatism and lack of progressiveness if we do not share the responsibility of changing our views and growing as our opportunities increase.

That community which does not provide for the growth mentally of its adults is hopelessly static. Maturity is no crime but atrophy is.

Another factor through which the community affects the home and standard of living is its recreation facilities. Recreation is no longer considered a by-product of waste time. Its value as a constructive force in the physical, social and moral welfare of the community is fully recognized. As some one has said: "Play is the architect of man." Certainly every community should provide opportunities for worth while play in the form of playgrounds, parks, seasonal sports, etc., under competent direction and watch the commercialized recreation so that it will not undo what the community program is doing.

However, the recreation program should supplement the home rather than needlessly enticing the young folks away from it.

Jane Addams says: "By all means let us preserve the safety of the home, but let us also make safe the street in which the majority of our young folks find their recreation and form their permanent relationship. If the municipality does not assume the responsibility it immediately turns the problem over to the most evil-minded and most unscrupulous members of the community."

We hear a good deal of criticism of the movies today. The series of articles in the *Christian Century* last spring by Fred Eastman were most thought provoking. To me, one of the significant things in his discussion was not that Will Hays has failed in his program for reforming the movies; not that the children attend regularly and see unselected shows scarcely fit for the adult mind; not even the fact that statistics prove that delinquency is directly traceable in part to movie attendance. It was rather in the fact that the Boy Scouts attended the movies least of all.

I wonder if this is not the solution to the problem of the movies and other dangers which lurk round our youth today? A hobby for the spare hours is the best remedy for monotony. A genuine creative interest which brings responsibility with it such as that furnished by the Boy Scouts and the 4-H Clubs and an opportunity to indulge in wholesome recreation such as golf and swimming are the best antidotes I know of for the evils

of much of the present harmful recreation which is indulged in often because there is nothing else offered.

This matter of furnishing the right outlets for the pent up creative energy of our youth is a matter in which another community factor, the church, must coöperate. There is no greater force in the community than its churches if they serve their purpose. One of the greatest drawbacks to their effective operation is the fact that most communities are over-churched and are struggling under the load of trying to carry on too many small plants instead of larger plants, better equipped to serve the community and the homes religiously.

We hear a good deal today about the decline of the church, We wonder sometimes if it is the potent factor it formerly was in setting standards of living. I believe it still is a vital factor but it does not loom as conspicuously in the foreground of progress because other forces have caught up with it. Some churches have put the raising of money in such an important place in their work that they have actually defeated their real purpose and turned away the people they should have helped. But statistics still show that most of the real leaders of the country are active church members.

One of the most significant things which came out of the analysis of Middletown was the fact that while other factors influencing the standard of living were changing to meet the new needs, the church was standing still on everything but its building program.

In the past the church was not only the center of spiritual affairs, but of leisure time activities as well. It furnished one of the few opportunities for getting together, and the Ladies' Aid Society was in a measure the woman's club of the group. The church program for the young people was suited to an age of autocratic parental authority.

We parents as individuals know how impossible it is to handle our children in such a way, but as church members we still sit back and shake our heads at every sign of normal human life they show. The church tradition is one of the strongest *mores* we have. It isn't too late to save the young folks for the church if we adopt the right program. We don't need a sensational superficial program to attract young folks. Rather we should show them the vital mission the church has in improving human relationships here as well as in building for the life to come. We should give them a real responsibility in carrying out the program in the "*Come On*" spirit instead of the "*Thou Shalt Not*" method.

I do not mean that all churches are falling down in that program for young people, but I do believe that more churches are being killed today through the wrong psychological approach than through lack of interest in religion.

It seems to me there are two other auxiliary factors in the community which affect the home and standard of living. While not tangible there is nothing more important in the community than a feeling of social responsibility. More and more emphasis is being placed on the social phases of life. People are very much more interdependent than in the days of

the isolated home. "As the development of the community proceeds, the dependence on the community increases." No program for community betterment is going to succeed which is not built around a socially-minded community spirit, fostered by newspapers, local historical society and various agencies, bringing the citizens together in a common interest in community projects in general, in care of the less fortunate and in hospitality to visitors and to individual citizens.

This factor of social-mindedness must go hand-in-hand with another which really furnishes the impetus for all the other factors—that is, community organizations. Isolated individuals can do little toward community betterment no matter how strongly they feel the responsibility. It is only through the united efforts in definite organizations, creating the demand and supplying the means of contact, that consistent improvement can be made.

One great danger is that we are apt to belong to so many clubs which do nothing but furnish a good time that we have no time left for those which have a constructive community program. While we recognize the need for social relaxation, it is not unreasonable to expect that every citizen should have some contact with organizations looking toward community betterment. Then, too, if the community is to be vitally effective in improving the homes and standards of living it must have the closest coöperation between the various civic organizations, the service organizations, the junior activities and the religious and semi-religious organizations toward this goal.

Whether we all agree in grouping these community forces under the particular headings I have used or not, I do hope that one thing has been made clear and that is that there are so many factors in the community which do influence the homes and standards of living that we cannot expect any program for improvement to succeed which does not consider the community to be a most powerful agency through which to carry out the work.

## COMMUNITY DEVELOPMENT AND CO-OPERATION THROUGH STANDARD COMMUNITY ASSOCIATIONS

B. L. HUMMEL

*Agricultural Extension Service, Blacksburg, Virginia*

The "standard community" program is based upon a new and different concept of the community. Territorially the new community is larger, varying decidedly but including an area comparable to a township or even including as much as 150 square miles. The new community is also different in that it includes all the people and all their common interests and problems. The "standard" community program provides for dividing all the interests of the community into a very few divisions or departments and the selection in each community of committees of specially fitted individuals to study the needs and problems of the community in each of these

divisions or departments of community interest. Each committee is asked to present a tangible practical program of work designed to meet the needs in their particular field. All available service agencies such as county, state or national departments, organization or agencies are called upon by the various committees in planning and carrying out their programs of work throughout the year.

The way is thus opened for all available service agencies to reach the people of the community with their service programs. Duplication of effort and conflict of organizational effort are gradually replaced by a type of unified effort which was previously unknown.

## COMMUNITY SCORING IN WEST VIRGINIA

C. E. STOCKDALE

*State Agent Agricultural Extension Division, Morgantown, West Virginia*

There are now in the State of West Virginia approximately 700 communities the outlines of many of which have been fairly definitely established. More than 300 of these have been subjected on one or several annual occasions to a process generally spoken of as community scoring. This practice of scoring as it is now carried on in the state is the outgrowth of thought and field experience extending over a period of twelve years; that is to say, since 1917 when the first three country communities in the state were scored. In fact, since then, community programs of work and county plans of work, and the West Virginia country life program are all built, in a very large measure, on the findings and impressions that are the result of these extended analysis.

The Agricultural Extension Division, which sponsors this community scoring has been interested not so much in the theoretical as in the practical side of the matter. The country community score card in use today has undergone several revisions, one within the last six months, in the light of field practice and is now accepted by West Virginians as an effective instrument for the purpose for which it is intended. There have also been developed in West Virginia a score card for mining towns or industrial communities, also one for cities from 2,000 to 10,000 population. All are being used for the purpose of setting standards and building programs for community development.

In scoring, the data regarding a community are collected under three headings: standards of living, mode of life, and more adequate incomes. This is ordinarily an oral procedure in rural communities, but frequently a matter of written reports in larger centers. Under any particular items or standard of the score card, the full number of points allowed is given to that community which is the best actual example known by the scorers to exist anywhere in the state. A 1,000 point community then would be a composite or mosaic made up of the best pieces of a great many communities, rather than some impractical and unattainable ideal.

The scoring of a rural community is generally done at a week-end series

of meetings known as a country life conference. Ordinarily this conference begins with a Friday night meeting, is followed by committee work Saturday; then a Saturday night's meeting; union church services follow Sunday morning, with the final meeting Sunday afternoon or Sunday evening. The Extension Division regularly furnishes a minister and a scorer; usually special features are brought into the program as needed in that particular community, and the community itself furnishes the remainder of the program.

The close contact that is maintained with the church throughout may be regarded as unusual but seems justified by conditions and results. The religious attitude of the mountain folks seems a strong and dynamic but largely unharnessed force. Much could be said of the religious elements woven into the conferences, the community sermons, the philosophy of life therein presented, and the attempt to capture and redirect the emotional power and dynamic running current with religion—the harnessing of a mountain religion to a social welfare program—but this seems aside from the object of this discussion, which should deal with the scoring process as relating to program building.

Now as to the scoring itself. Critically speaking there are difficulties and weaknesses. But we score communities and have continued for several years to hold to this technique, for the reason that with us generally it works. It is instrumental in bringing about higher standards of living. It is a stimulating and motivating and teaching and directing device.

Since the community folks largely score themselves, they stand self-convicted, which seems to be the only conviction that really takes. It brings dramatically before the people the question of standards and modes of living, and opens the way for many frank discussions of individual and community needs and ways and means of improvement. It is a device for motivating and stimulating. It is a first but important step toward the employment of the scientific method of approach to social problems. It trains folks in a certain technique so that its use may become a matter of habit with them, a method. Pedigogically this mode of approach is conceived in the form of several steps as follows:

1. *Analysis* of situations.
2. *Collection* of facts and data about these situations.
3. *Comparison* of these findings with adequate standards of what ought to be.
4. *Location* thereby of problems needing attention.
5. *Weighing* of possible solutions to such problems followed by selection of the best.
6. *Translation* of best solutions into overt action. Having proceeded through the first steps it is evident that what results is a community program of work. Ordinarily then a community council is the set-up consisting of one person or organization for each specific piece of work on the coming year's program. This council functions as an executive committee. With the monthly follow-up and check-up of local extension workers, in the course of a year very pleasing tangible results for better standards of living are frequently attained.

## PLANS FOR COMMUNITY DEVELOPMENT AND THE COOPERATION OF AGENCIES THROUGH A CITIZEN'S COMMUNITY SURVEY

MRS. GILBERT KERKHOFF  
*Kenosha County, Wisconsin*

Plans were made to have a survey of conditions in Kenosha County. The Executive Committee was formed including a committee chairman, general secretary, a township chairman and the chairman of county project committees. The township chairman in turn had committees on Health, Recreation, Education, Social Welfare, Farm and Home in each township. These people worked with the project committee chairman to gather material for the committees. Each project committee held several meetings; first to interest people in the project, second to collect material, and third to get this material in report form so that it would be of service to organizations in the county. Each committee completed its work with a report which contained recommendations.

The survey was conducted in the following fields:

Education—County Supervising Teacher acting as chairman with 13 people on her committee.

Recreation—Chairman, leader in 4-H Club work.

Health—Chairman, a doctor.

Social Welfare—Chairman, P. T. A. worker.

Farm and Home—Chairman, high school principal.

A thorough survey of the educational facilities of the county was made. The committee worked in coöperation with the County Superintendent in compiling the material. Conditions existing in the rural and state graded schools in the county were studied including: Enrollment, attendance, cost, wealth of school districts, training, experience, and salaries of teachers, school equipment, buildings and grounds, community relations, library, high school situation.

The committee met several times. First for the consideration and revision of schedules to be used in securing information. Then with a state specialist for a summary and discussion of information from the township. And again with the county superintendent when township reports were considered and the committee conferred with a member of the state board of education and the specialist. Finally recommendations were considered and the report revised. The complete report with recommendations made by the committee was then made available with maps to illustrate parts of the report.

Practically the same procedure was followed by the other committees. Some of the outstanding results after findings and recommendations had been presented are given in the summary.

### SUMMARY

Things we have done as a result of the survey.

1. Wells tested.
2. Free textbooks.

3. County library books supplied and transportation provided.
4. County committee to study high school situation.
5. Schoolgrounds beautification program started.
6. Music festival conducted.
7. Music Institute.
8. Leadership school.
9. Survey material used at local meetings.
10. Pre-school Clinics formed through the Summer Round Up Program of P. T. A.

Things being done at present.

1. Better planned organization programs based on Survey.
2. Wells tested at schools and homes.
3. Schoolgrounds beautification program.
4. Coöperation with the work of the county nurse.
5. Study clubs started.

## IMPROVEMENTS IN THE STANDARD OF LIVING BY A COMPLETE ORGANIZATION OF THE TOWN AND COUNTRY COMMUNITY

C. J. GALPIN

*Bureau of Agricultural Economics, United States Department of Agriculture*

I shall assume that every so-called farmer's town of about 2,500 population or more, up to 10,000 population, is surrounded by a farm population, which does the major part of its trading or buying in the town, and that this town and the surrounding farms together form the town and country community in question. The total population of the community shall be a minimum of 5,000 persons. The minimum area shall be about 100 square miles, the outer boundary of the community being distant by highway from the center of the towns five to eight miles. It shall be my aim to suggest in what ways this community might legitimately organize its common life under existing laws; what improvements would come to its standard of living; what changes would have to take place in the psychology of town and of country to make the venture a success; and to suggest a practical method of approach to this reform. For purposes of making out a definite picture, I am taking a real Wisconsin community and shall suggest the following items of organization: In place of the 35 district elementary schools among the farmers, I suggest three consolidated farmer schools outside the town, containing about 250 scholars each; two elementary town schools inside the town, 250 scholars each; and one high school in town for the whole area, with a roll of 300 town and farm pupils. Present state law will enable these changes. The whole community would become a high school district. Interrelations of educational assistance would be worked out between high school and elementary schools.

I suggest five churches instead of the present ten or a dozen; one Catholic, one Lutheran, and three other Protestant churches, making one church for each 1,000 persons. This requires no legislation. Probably three or four branch Sunday-school buildings would be needed in the open country.

The present town fire company would be reorganized to serve the whole area. The present town library would also serve the whole area. A hospital of 25 beds and a clinic would be eventually established in town. The electric light and power company would serve as far into the area as economically justifiable. There would be an outdoor community meeting place in the form of a park and athletic field and swimming pool for summer, and a community house for winter. These institutions may be organized through voluntary associations of farmers and townsmen under present laws. The present chamber of commerce of the town would expand to take in an equal membership of farmers. The women's clubs of town would also expand to take in women from the farms. Let this number of joint enterprises be enough to illustrate the social changes involved. Now what improvements can fairly be expected in the standard of living of both town and country? First, the schools. The improvements here are perhaps standardized most clearly in public thought. The purchasing power of 5,000 people, massed to buy the best education for 1,500 children, would naturally follow the principles of sound education, which dictate fairly large groups of the same ages, better teachers, more teaching appliances, better supervision, a wider democracy. This item requires no further argument, except to say that bringing the farmers into a high school district will doubtless force them to utilize it to their advantage.

A reduction in the number of churches, and organization of religious education in rural branches, have the approval of religious thinkers. I shall not stop to justify this.

The extension of fire, library, and hospital service to the farmers on equal terms with the town is a self-evident improvement, and it is apparent that the town need not suffer in the extension,—in fact it looks as if with a larger population base, a better fire, library, and hospital service would become available for the town itself. As to the other joint organizations and facilities for social welfare,—park, athletics, club-house, electric utility—I am sure that they commend themselves one by one as giving a decided boost to the standard of life of both farm and town. The defeatist, conventional objecter, and general traditionalist will not base his campaign of obstruction to such a program on the dubious values of these community enterprises, but he will cleverly take refuge in two trenches: the inner trench, "Farmers cannot afford such things": the outer trench, "This thing simply cannot be done." Believing myself that these two moats must be jumped or spanned by the community reformer, I will spend a moment on each of them.

Let us look at the financial objection,—“farmers cannot afford them.” I agree that neither town nor farm can wisely try to bring all these things to pass in full-bloom at the same time. It will take years to completely organize this community even after the will to organize is achieved. But



I do point out that some beginnings may be made without much financial outlay, at once. The necessary legal procedure might be started for consolidations of school districts. It would take some time to plan and settle these things. Church consolidations will likewise take some years to effect, before a new dollar is expended. The present library may be enlarged gradually. A clinic may be started. The fire service can gradually be extended. Women's clubs and men's clubs can begin to function. A bud now, and a generation later the full flower. This line of action will get over the first trench.

Now for the outer trench: "It can't be done." This is the last ditch of the dyed-in-the-wool conservative. No one can afford to underestimate the strength of resistance in this trench. In this particular case, there are three moats to get over, and three very deep ones too. The most difficult is to unite all the farms and farmers into a solid front desiring that all farmers in the area shall act jointly on institutions. The second moat, just as strong, is the acceptance of the idea by farmers of joint administration with townmen of intimate institutions. The third moat is the acceptance by the town of the idea of joint action with the farmers. I do not for a moment underrate the obstacles presented in these three necessary psychological capitulations. The difficulty lies in generations of separation and independence of action. That times have changed, that distance has disappeared will not automatically change these habits. So a psychic campaign becomes necessary to win and hold the rational minds of five thousand people to a new habit of life,—to a new confidence in their neighbors, new self-confidence in democratic procedure on a large scale. Can it be done? I believe it can be done. A wise selection of a single joint enterprise at first, which shall succeed and demonstrate its value and delight, will be a good opener. The map of the proposed community will gradually fasten the idea.

The leadership in such a reform movement must be above suspicion of personal advantage in the reforms suggested. The history of the world is a record of just such patient, rationalized movements. Such things have been done. They can be done again.

## NEW DEVELOPMENTS IN COMMUNITY SERVICE FOR EDUCATION

JOHN CALLAHAN

*State Superintendent, Madison, Wisconsin.*

As far as the State Department is concerned, there is little, if anything, in the way of new policies for rural educational service.

After studying the situation in 1921, when I became state superintendent, I decided that more attention of the force should be given to rural schools. The city schools were paying higher salaries for teachers who had more training, and were employing high priced principals and super-

visors. On the other hand, the rural districts were employing teachers of less training for less money to handle all of the grades in all of the subjects—a difficult job at best. They were supervised by a county superintendent, who was paid less than the average city superintendent, and was expected to handle a harder job, owing partly to the fact that with his load of office work he would have to hustle if he saw each of his teachers two or three times a year. He was assisted by one or two supervising teachers depending on the number of schools in his county. The training and experience of both the superintendents and the supervisors has been moving up year by year until we are somewhat proud of both groups. They are doing exceptionally good work when one considers the difficulties. All things considered here were the people most in need of help. As a result between a third and a half of the force have been devoting most of their time to working with the county superintendents and supervisors; with the state graded schools which are mostly rural; and with the rural board members in conventions.

Some of our supervisors meet with these rural supervisors in groups about the state and plan the year's work. They call on them individually and visit schools with them, encouraging them and advising them about the various lines of work. While most of the attention must go to the standard lines of academic work, we encourage music and art, as well as playground activities for physical education. With the help of the music departments at the university, as well as some of the colleges, and Teachers' Colleges, we have made what looks to me like remarkable progress in music during the past few years. I wish I was as sure of the progress in art and in physical education.

Occasionally some man or woman (it's more often a man) living in the country rises and objects to what he calls these fads, complaining that they are interfering with the work in the three R's, and, further, that rural children do not need any attention in the way of physical education, as they get exercise enough. The answer to those complaints seems to be in the schools where they are getting the best results in the regular academic lines. The department is thoroughly committed to the thought that if schooling is a state-wide interest—(our Constitution was drafted in 1848 on that theory and our courts have upheld it at every opportunity since)—there is little excuse for leaving the country child with much less opportunity in the way of schools than the city child.

I don't believe this equal opportunity will ever come with the one-room school caring for all eight grades with one teacher. Consolidation into larger units will probably be the answer. It will come slowly, I assume, because it is somewhat a question of roads and finances. When we get Wisconsin covered with good roads, as we will, and the people become convinced that they can and will be kept open during the winter and when we get the financial burdens for the high school as well as the grades equalized, and a large part of the money gotten from income or other taxes instead of property taxes, I expect to see the rural people demanding better school facilities.

We have a few first-class samples of consolidated schools in Wisconsin, such as, Sevastopol and Elk Mound, where right out in the country, they are providing everything from kindergarten through high school, as good as in any of the cities. They will make excellent samples when better conditions come, as I am sure they will.

In many of our smaller villages and cities that are listed as rural in the United States census definition, they are having a difficult time with their high school finances, owing to the fact that their property valuation is low and the high school support is almost entirely on a local property tax. I am confident that the states will correct this situation in the near future.

Allow me to repeat our most important policy, as I see it, is an equal opportunity for the country child with that of the city child as near as it is possible to give it. Should not the rural people back that policy to the limit?

## NEW DEVELOPMENTS IN COMMUNITY SERVICE FOR RELIGION

M. A. DAWBER

*Home Missions Council, Philadelphia, Pa.*

Of the many institutions that have been affected by the economic conditions in agriculture and the consequent social changes that have taken place during the last fifteen years, the institutions of religion have without doubt made the least progress in adjusting themselves to the changed condition.

There are, however, signs on the horizon that the churches are waking up to the seriousness of the situation.

We are fully conscious that the church is surrounded by forces that have made it more difficult for it to move out into the new day. Tradition, sentiment, theology, creeds and doctrines, ecclesiastical machinery have been the manacles that have bound her hand and foot and made it impossible for her to take her place in the recent rural social movements. These chains are gradually being broken and there are numerous evidences of churches taking the forward step in the social reconstruction so necessary in rural community life.

The first and most important consideration in that direction is that the church shall recognize a minimum basis of economic support necessary to establish an effective ministry for this age. We realize that the standards will vary in different parts of the country but it is a fact that has been tested in sixteen states that to provide for a ministry with a minimum salary of fifteen hundred dollars and a church budget in keeping with the same it would require a church membership of 250 in communities where the average rural income is available. To provide for the 250 memberships would require a constituency of about one thousand people. Yet there are just thousands of rural parishes where half the number of people are

struggling to maintain not one but two, three and more churches. This economic and population yardstick needs to be applied immediately and rigorously to the organization of churches and parishes all over America.

The second imperative while including the principle already stated is that the church in the organization of its parishes shall have regard to the new and enlarged community alignments that have come into being as the result of many and varied changes of the last fifteen years. Most of the church locations and parish organizations were established long before these new community developments were dreamed of. In their day and generation they have served a good purpose, but they must now give way to make room for their successors.

Of the several programs that have been instituted by the church to enable it to cope with this movement the Larger Parish Plan seems to provide the best means in accomplishing this purpose.

The guiding principles are in keeping with the best social procedure as already stated.

1. An economic and population unit sufficiently strong to support a minimum program.

2. Church parishes to be made coterminal with the natural community.

3. Where these natural communities shall include an economic basis of support and enough people to support two or more churches, the same to engage in a coöperative program to serve the whole community and not merely to exist for a church membership.

4. That wherever such a parish shall obtain with two or more churches there shall be due regard to the varied types of leadership necessary such as religious education, social service, rather than merely provide a leadership for a duplicated preaching program such as now obtains.

Such a program as is here suggested and is now being operated successfully in many parishes, recognizes the entire community as an area to be served, a diversified program and leadership in terms of the varied needs and a division of labor determined by the interests and abilities of the several workers in the field.

It needs further to be stated that such a program shall be a part of an even larger program in which other organizations are now operating for the welfare of rural people. The church can no longer go it alone, it is vital to the whole social movement of the countryside, that the church shall conceive of its task not as separate and apart from the rest of life but as an integral part of that larger and more inclusive country life.

To that end it is highly imperative that church administrators and leaders find some common ground with the social agencies and agricultural organizations in which the needs of rural organization may be considered as a unit, and a program devised in which each will make the kind of contribution they are best equipped to make but to make that contribution with the maximum of unity and progress and a minimum of division and waste.

There is a further consideration that should be kept clearly before us. Namely, the church is a community institution, has been so regarded in American history and because of this fact it has been protected as per-

haps no other institution unless it is the public school. It has been relieved of all taxation and consequently is obligated to justify its existence as an agency serving without prejudice, race or creed, the community that has provided for its protection at this point.

Again very few churches are provided for in their total support by their membership, most rural churches are dependent upon the larger constituency of the community for their support. Apart from their status as institution of religion, but considered on the basis of their obligation to society they certainly are indebted to the extent of sharing in the social enterprise of community development. That is to say, granting the right of the church to prosecute its mission as a proclaimer of certain religious ideals, the fact that it has accepted the support and protection of the community as a whole demands the recognition of certain ethical principles which the church itself has proclaimed.

1st, That there shall be no theological idea of ecclesiastical policy put into practice that will in any way break down the community spirit, create divisions, and consequently make for loss in social welfare and the more abundant life.

2d, That in all the arrangements that have been agreed upon by the community as necessary for social progress the church is obligated to find some place where she can make her contribution to the same.

3d, That in the final analysis the church can only justify its right to continue as it shares equally in spirit, motive and practice in all the social objectives that have been accepted as the goal of community achievement.

The Larger Parish movement recognizes for the most part the essential principles as here presented. Its value over every other church movement looking toward community progress in rural life lies in the fact that it is sufficiently elastic to provide for all the religious organizations as they are where they are to start working together.

It provides for the organization of the religious life as a growth rather than some set program of comity that is imposed from without.

It makes for the blending of the churches with all their differences into one common whole so far as the essential religious and social needs are concerned. Each group retaining its identity making the specific contribution that each church is able to make, but at the same time making that contribution in keeping with the community welfare, and in the spirit of true coöperation which after all is the goal of real achievement so far as community progress is concerned.

## NEW HEALTH POLICIES FOR COMMUNITY SERVICE

DR. G. W. HENIKA

*State Board of Health, Madison, Wisconsin*

The protection of health is a community question, a community problem, and a community responsibility. It calls for a community health organization fully equipped to do the work required of it. We would not for a

moment consider a part-time fire department because, unfortunately, we cannot set special times for the protection from fires. Neither can we limit by hours or days the time when hazards to life and health occur. The only adequate health protection is, like the police and fire protection, one that works all the time.

The advantages of a well-organized county health department are briefly those of any well-directed business organization. Some of the benefits that would result from the work of such an organization are as follows:

1. Centralization of authority in one county board instead of many individual boards constituting town, village and city units as at the present time.

2. Elimination of conflicting authority between towns and villages.

3. More efficient law enforcement of quarantining and placarding cases of communicable diseases.

4. Availability of expert health service beyond the ability of single townships to finance, giving the service to all branches of public health administration.

5. An organized efficient unit for the prevention of diseases and for the maintenance of a continuous health program for the entire county with special emphasis on problems requiring community efforts.

6. An organized unit for the prevention and suppression of epidemics of disease.

7. An official central organization for the correlation of all health activities in the county.

*Health Education and Objective.* One of the primary duties of a county department is to interest and educate the people of the county in matters pertaining to the cause and prevention of disease and the possibilities of community health promotion. This can be accomplished by public addresses illustrated by various means; educational measures in the interests of protection against diphtheria, smallpox, typhoid fever, goiter, heart disease, cancer and other conditions where scientific procedures have proven successful, and stressing the value of periodical physical examinations for every citizen; distribution of educational literature, dealing with various phases of health conservation; weekly news articles in the press of the county relating to the work of the health department and general health subjects as applied to each individual county; public health exhibits at county and community fairs and festivals, schools and other places are a valuable means of bringing public health knowledge to the community.

An efficient county health department would also maintain a continuous educational campaign throughout the county to promote rural sanitation and protection of private rural water supplies other than those supervised by municipalities. Such a program would also include the safe disposal of trade wastes, sewage, and the advantages of rural home comforts.

The United States Public Health Service states that less than 17% of our rural population throughout the United States is as yet provided with local health service approaching the adequacy that can be secured under the whole time local county health officer plan. and because of the lack of

efficient whole time rural health service infections of man are conveyed very frequently across intercounty and interstate lines. A reasonably efficient whole time rural health service throughout the United States would cost about \$20,000,000 a year. Apart from the loss of human life, human health, and human happiness, our national economic loss annually from wage earnings and other items incident to preventable sickness because of a lack of efficient county health service is estimated at one billion of dollars. Money invested for a well-directed whole time county health service yields to the average local taxpaying citizen an annual dividend in dollars and cents ranging under different local conditions from 100 to 3,000%. It is quite common to find cities spending from one dollar to two dollars and even more per capita for public health. The average county, therefore, should not find it difficult to provide the fifty cents to one dollar per capita for the protection of the lives and health of its people. This is an insignificant sum in comparison with the amount that is being spent for roads, schools and other public purposes.

Finally, remember that good health is in a great measure purchaseable. Therefore, the procedure that every county should follow is to make a provision in the annual budget for the expenditure of a sufficient sum to give to the rural communities the necessary health protection provided for under the county health department law.

## THE UNIT REQUIREMENT IDEA FOR LOCAL GOVERNMENT IN RURAL AREAS

T. B. MANNY

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Many, if not most of the present inadequacies, incongruities, and misfits of local government in rural areas of the United States are the result of two features of our political institutions. The first of these is the extreme inflexibility of most units of local government, except incorporated places, which causes these units to lag behind the march of progress in other lines. The second feature in this situation is the persistent attempt to reproduce in local government more or less of the elaborate system of governmental organization with its carefully devised scheme of checks and balances and a rigid separation of various powers and functions exemplified by federal and state governments. Local government has broken away from the latter condition to a much greater extent than it has from the former, but there are plenty of vestiges of each still with us.

I am thoroughly convinced that the heart of our rural governmental shortcomings lies in the use of unit areas of local self-government which seldom correspond to the socio-economic groupings of rural people. I have prepared a rough map of an Ohio county which shows this situation clearly. If I had shown on this map, the various special taxation districts in

addition, the map would be such a mixed-up jumble that you would have great difficulty in making anything out of it at all.

The so-called standardized mid-west township, usually six miles square, is doubtless the worst offender in this connection. As a means of locating and legally describing parcels of land, civil townships are a most excellent device, but as units of local self-government they are almost universal failures. It should be recalled that these areas of local government were laid out long before the locating of trade towns or the settlement of the areas, hence long before any recognizable groupings of people even existed.

At present, the people who live within a given township are seldom united by any common ties and have little or no interest in township government itself. Even in states farther east where townships are irregular in shape, most of these areas have remained intact since the heyday of mud roads and horse power transportation. In these days of wider local contracts and more rapid transportation the old political boundaries are on the whole quite meaningless as determiners of social and economic relationships. Again, except in the most densely populated areas there are not sufficient people within a township to maintain adequate and efficient governmental services. Finally, in many states, the local self-governing powers of townships are so feeble that even the smallest villages are practically forced to incorporate for municipal purposes even though such incorporation commonly widens the breach between country and village whose interests are so largely interdependent.

Not much more can be said in favor of most of our present counties. Political expediency and the desire of all large (and some small) villages to become county-seat towns have been much more influential in determining county boundaries than have the needs of rural people for efficient local government. A large proportion of the counties themselves are too small to function efficiently. Other counties are completely dominated by large urban places included within county governments so that local self-government for the rural areas is not possible in such cases. Several recent reform movements for county government offer some promise of improvement as far as the selection and functioning of its officials are concerned, but for the most part these reforms, so-called are adaptations of changes in city government and do not necessarily represent scientific attempts to improve local government from the point of view of the rural people. In fact, in most of the counties where these changes have been put into effect, the cities have been the major instigators. Only in a few isolated cases have predominantly rural counties made effective reforms in their traditional governments and in yet fewer instances have small counties been combined into more efficient sized areas.

In order to conserve time, I have prepared a second map of the same area shown in the first one but with a suggested reorganization of local government indicated on it. I can explain only a few of the major features of this plan.

In the first place, county government has long been relied upon as the major unit for the administration of state-determined policies and func-



tions through locally elected officials, while, in addition the county ordinarily has some powers of local self-determination vested in its county board. For state administrative purposes, the county is now generally much too small, using the adjective in the sense of administrative efficiency rather than mere geographic extent. To meet this situation, larger counties are the most logical answer. For most states, probably not over one-third or one-fourth of the present number is necessary. In the case mapped, I have suggested that three more counties be added to the one originally presented. In this larger administrative county, but few officials would be elected, most of them being appointed by and directly responsible to a real executive head of county government, an official now conspicuous by his almost universal absence. Most powers of self-determination would be transferred to the various types of incorporated municipalities which I shall mention in a moment. Cities of 100,000 or more in population would be treated as joint-city-county units with a consolidated government which would eliminate much of the present overlapping and confusion between these units.

Two other types of incorporated municipalities would be established, both being included within these administrative counties which would contain these units and unincorporated areas. The first type would be incorporated towns whose size and interests make them nonagricultural in the main. They would function just as do such incorporated places today. The other type is a wholly new unit which I have called a rural municipality. This may consist either of a small town, a purely open country area, a farmers' market town and its tributary open country area, or two or more small towns and their surrounding rural territory where these formed a unified and contiguous area. In the terminology of the rural sociologists this unit when containing both town and open country areas would be called an incorporated rural community or a group of two or more adjoining rural communities.

These rural municipalities would be given broad grants of power for local self-government but with more state supervision of functions undertaken by them than has characterized local self-government in the past. A maximum amount of direct participation by the local citizenship in the determination of policies and in the administration of municipal functions would be encouraged by various devices. The nearest approach to this form of government already in operation in the United States may be seen in New England towns or North Carolina Incorporated Rural Communities.

Now what about rural areas which would not incorporate as municipalities under this plan? The super-county government is in a position to care for the needs of such areas in a minimum way until the civic consciousness of the people reaches the point that the citizens are willing to assume the larger obligations of an incorporated rural municipality. The result of forcing local self-government upon people who have no conception of what it involves is evidenced by much of the nonfunctioning and failure of present township government. A village *esprit de corps* is

commonly recognized as one prerequisite for successful municipal self-government in even the smallest incorporated places—it should be required for all local self-government, whether rural or urban.

Few political scientists have paid much attention to the governmental needs of rural areas. Most of those who have looked into this field at all seem to have decided either that mere modifications of urban government will fit the situation to a “T,” or that rural people do not need more than traditional county or township governments plus a mixed-up conglomeration of special taxation districts for specific improvements. Local rural government is practically an untouched field at present. But it is one which deserves the best in scientific analysis and research. This is for the purpose of bringing to rural people an opportunity to secure those efficient institutions and services which can be provided most satisfactorily through government channels.

I know I have given only enough of an explanation to leave most of you puzzled as to just what it is all about. On the other hand if I have aroused your curiosity in this subject at all, so that you will study your own existing local governments with a view to determining their effectiveness in serving the rural people, I am well satisfied with this hurried presentation.

# PUBLIC RELIEF AND RURAL FAMILIES

## RURAL AMERICA—AND SOCIAL WORK

AUBREY WILLIAMS

*General Secretary, Wisconsin Conference of Social Work*

What is social work? What is *rural* social work? What group of folks does it deal with? What is the content of its job? What sort of problems does it have to do with? Where does it begin, say in the family group, and where does it leave off? What is its relation to the physician or the public health service, to the school, to the farm extension service, to the courts? And who is the social worker? What is he trying to accomplish? What does he bring to his job in the way of special experience and training, which is not possessed by the county nurse, the family physician, the school teacher? These and similar questions are being asked by farmer folk leaders. They are not clear just what the social worker is to do in the scheme of rural living, is to do for its improvement. They understand what the nurse is there for. That has to do with bodily ills. The country agricultural agents' work is also rather self-evident, also the teacher's, and to a measured degree the home economists. But when one enters the field of social work, complications seem to set in.

In dealing with the idea of a special field for the social worker, there must be taken into account a state of affairs heavily cluttered with traditional ways. In the family group there is, for example, the traditional public department which for generations has cared for this group of a community. The rural citizen knows very little about what goes on in the public relief segment of the government but he does know of its existence. With reference to the delinquent members of his group, he also has come to look to the Court as the agency established for the handling of such problems. Around these agencies he is likely to cast an aura of respect and confidence which is part and parcel of his traditional thinking and in suggesting the need for a special training and experience on the part of those handling such problems in a public manner, one is confronted with a certain species of pride and a crystallized acceptance linked up with the acceptance of and pride in Government in general. It would seem easier to establish services totally unrelated or entirely new such as the Agricultural Farm Extension services wherein there existed previously no similar agency in the government.

Complicating this thing is the second set of conditions in which the feeling obtains that when a family gets into distress or a girl becomes delinquent, these and similar problems can be handled by any one who has a bit of common sense and a kind heart.

These attitudes coupled with sparsity of population and the necessarily scattered occurrences of social and economic disaster as well as the low

financial ability of the rural group to provide professional services have produced a state of affairs which has effectively prevented the rise and development of rural social work in America. Thus special work is, and from all signs, will continue to be for some time, the product of the city. Where social work obtains in rural areas it is largely a reaching out from some urban center. Family case work agencies of cities establish county services, probation work in courts reach out to the rural areas.

To be sure, in Minnesota where there has been an intensive development of county children's units, these units carry as part of their work family social case work. The same is true in the states of Iowa, New York, and to a limited degree, in North Carolina, Alabama, and Wisconsin. In the public relief field which more nearly corresponds to a family social work unit than any other existing service, we find with few notable exceptions that this entire system of family aids is conducted on lines which have little or nothing in common with accredited family case work methods. It consists usually of a Commissioner appointed because he or she would be a public charge otherwise, possessing no technical training or experience. There are, to be sure, some excellent illustrations to the contrary but mostly these are in the larger centers. There are a few notable Counties or County Boards which have engaged professional workers and have established standard methods of handling family problems. About the only work reaching into rural areas which can be said to be doing family social case work along approved lines is that which is an extension of the urban family social case work agencies. These exist in a great many places. By and large, however, the rural peoples do not contribute any support to such work, it being paid for by contributors in the urban centers.

With work for children the case is not so desperate. Due to the rise and spread of the Children's Code movements in many states there has been carried on an intensive campaign of education which has reached far out into rural sections. This is notably true, where as a part of these children's work movements, they have provided for the establishment of local services in the forms of County Child Welfare units. Minnesota, North Carolina, Iowa, New York and Alabama all have developed units of child welfare in conjunction with schools. These agencies may be said to render in those states in which they exist, services to children on a scale closely approximating standard work. These local boards composed, as they are, of lay citizens have in a small number of cases engaged professional workers. Where no professional worker has been engaged through this supervisory contact local boards are trained to do qualified children's work. The field they cover consists mainly of work with the unmarried mother, assisting the courts in the administering of the Mothers' Pension work, the investigation and aid of courts with reference to adoptions, the assisting of the State Children's Board in relation to boarding homes, and acting as an aid to the court in bringing to its attention neglected as well as dependent children. In some cases, they are also used to assist in doing probation work with state and county authorities.

As splendid as is the work done by these local county children's units, they do not begin to cover the field. A few states have adopted their use and for the rest of America the picture described by Sarah A. Brown in the study made in West Virginia of the Rural Child obtains. She states: "Homes are broken, children become dependent on others than their own parents; unofficially, without the law, they are placed in homes of relatives, neighbors, friends, strangers, and in instances, they are placed on agreement, on private contract, or for accommodation by a parent, relative, physician, hospital, Salvation Army, Mission, Justice of the Peace, Probation officer, Police Matron, club woman, or private citizen. Officially, within the law, they are placed by the County Court, in almshouses, in each instance, in the same quarters occupied by old men and women and mentally deficient inmates; in family homes, under care of guardians, and are bound out—officially, the court makes children wards of the state—and legally subject to placement in foster homes." Out of 270 children from broken homes less than twenty-five per cent, Miss Brown reports, were reached by any responsible authority. With regards to the rural child born out of wedlock again the conditions described in Miss Brown's report may be said to be general. They are most frequently born in their mother's home, and likewise, in the great majority of the cases of such children the entire burden of their maintenance falls upon the mother. Whatever benefits of prosecution they have is negative in the extreme, with a very small percentage of settlements in behalf of the child, and a smaller number of establishments of paternity.

With regards to the neglected child, neighbors allow such children to go year after year without physical care, without medical care, or proper educational opportunity rather than bring the matter to the attention of authorities. Prosecution for nonsupport and desertion seldom reaches beyond families having easy access to the County Court; youthful marriages are common; feeble-minded adults intermarry one generation after another without interference either for the protection of society or of the children. The child placed out in adoption or in foster homes is thereafter at the mercy of the foster parent or the adopted parent. Neighbors are reluctant to interfere and only in the most flagrant cases of abuse are the conditions brought to the attention of County authorities. With regards to the delinquent child, probation services of a desolatory character have been developed in a great part of rural America. These usually consist of some member of the sheriff's force or some minister of the Gospel or some "good" woman or man in the community. Qualified professional probation services are still very rare in rural sections. The attitude prevails by and large among rural leaders that there is little delinquency in their neighborhood, village, or county; whereas records from adequate metropolitan agencies indicate that especially in the field of unmarried mother, a considerable proportion of those who come to the agencies for service, as indeed in some centers almost fifty per cent of the cases, are from the rural parts of the state.

Social work for the aged and the infirm in many respects is superior to

that in other fields. While the County Almshouse leaves much to be desired, comparatively speaking, it offers an acceptable place of residence and maintenance for old and infirm people and with the development of the Old Age Pension, while yet in no sense widespread, there is provided an additional service for the aged.

In the field of infant welfare there has been a marked advance, not comparable, to be sure, with that which has taken place in the cities, but in comparison to family social work or services for children, it has a much wider acceptance and use in rural sections. This has been due to the presence of the County Nurse, the State Child Health service and the impetus, as well as financial assistance, given to this movement by the federal government through the Federal Children's Bureau. The basic conditions, however, with regards to prenatal care, birth of the child, and care and nutrition of the infant as well as of the mother are much as they were prior to the Civil War. In Wisconsin's most populous and second most wealthy county an expectant mother must go forty, sixty, or seventy-six miles to secure modern obstetrical care and as Miss Abbott pointed out in her address to a session of the Country Life Association, just closed, while the infant mortality rate has been steadily declining in cities there has occurred no such diminution in rural sections.

Child labor still runs high for rural children. Child labor in cities has been cut materially in the last ten years, but this has not been true for the rural child. The enlightened farmer still regards children as producing units.

There is not space to treat of the problem of the mentally defective outside of our cities. It is a commonplace that the more gifted members of the farm family are immigrating to the cities, leaving on the farm those with lower capacity. There is a prevailing attitude that they have a better chance on the farm.

Nor is there space to say more with reference to crime than that we have a mixed development. In the field of apprehension and detection, the rural sections of our states are practically without services. They operate under the old obsolete sheriff provisions, coupled with the antiquated coroner arrangement. On the other hand, there is being developed a probation service for adult offenders which extends into rural sections of a very superior and excellent character devoid of much of the political stain which characterizes the metropolitan probation services. Our rural peoples by and large, labor under the false complacency that most crime is urban, whereas our only adequate studies show that approximately 42% of the crimes are committed by people living in rural sections.

The incorporation of the social work method in handling public relief, private family work, children in need of special care, delinquents—the rural socially incapables—seems to wait upon the clarification in the minds of the agricultural service and academic groups of just what social work is, its nature, scope, content, and method, and in developing some way by which leadership on the farm can come in contact with bona fide social work and appraise its methods and results for themselves. To secure the

former, we shall have to see to it that social work is not confused with health work, nor recreation, nor home making, but something working in a specialized field of its own, with a definite clientele of its own, and a definite method of work. For the latter, the contacting of rural lay leadership with social work will probably be forced to continue to depend upon children's work groups, such good court work as exists, and those extensions of urban social work agencies as are carried on by city agencies.

## THE COUNTY AND SOCIAL WORK

MISS EDITH FOSTER

*Board of Managers, Milwaukee County Institutions, Milwaukee, Wisconsin*

The county and social work is a combination which might well justify government as a means of making life more tolerable, if not actually happier for all people. For what does the county exist? For roads and schools, for means of transferring property, for settling matters of inheritance, for improving methods of agriculture, for providing for the chronic insane, the tuberculous, the sick poor, the dependent whether in the county home or in their own homes. All these purposes are social in that they involve human relationships. Social work, however, has come to have a narrower meaning and in some quarters, unfortunately, has taken on a significance tinged with a flavor of the impractical and the intangible. It is with the hope of rescuing it that I hasten to assure you that whatever you wish to name it, there must be within county government the function of caring for those who cannot care for themselves. This is the index of civilization. To the county as a unit of social work, I shall point this discussion.

The township was the original unit of social work and still is in many counties insofar as the administration of public relief is concerned. In the days of horses and buggies the township was a natural unit.

The county has entered the general field of social work through the activities of the county agricultural agent, the county demonstration agent and the county nurse. The county agent and his able assistant, the demonstration agent, have done and are doing valuable group work in club organization, particularly for boys and girls. The county nurse in the rural county is called upon to perform much of the work of probation officer, public welfare official and attendance officer. It has always been recognized that eventually the county nurse should limit her activities to health, a vast field in itself. But to secure the passage of a mandatory county nurse law in 1919 it was deemed expedient, if not entirely wise, to include in the duties of county nurse several social work activities in order that no county board could say that there was not work enough to justify the nurse's salary.

The first step in the direction of public welfare programs was taken in the 1929 legislature in the passage of the Children's Code. The local administrative machinery provided by this law is a county children's board

of five members in which the state has a minority representation. The establishment of this children's board is purely permissive and its duties depend considerably upon the wishes of the county board and the judge of the juvenile court for that county. This board may discharge its duties through its own membership or through qualified personnel. The duties which such a board may upon request assume include mother's aid work, probation and parole of juveniles, and the administration of any county funds appropriated for the welfare, of necessitous persons either independently or in coöperation with some other board or officer. This makes it possible to use for investigational work the resources of the children's board for general relief work, blind pensions, soldiers' and sailors' relief, and old-age assistance.

This arrangement, like the county nurse's social work duties, is an interim provision, waiting for a more comprehensive department of public welfare. It does provide an elastic plan for localized use while further developments fit themselves into the mosaic of county government.

The next step in social work under county auspices is a new law governing public relief. The general impression of the existing law is that persons in need of relief are "ne'er-do-wells," unattached to families. When one recalls that in the time of enactment of the present law unemployment as a social problem was unknown, it is obvious that we need a restatement of our public relief policy. We should legalize the accepted practices of the best public relief administrators to meet conditions as we find them in a changing world.

Not lower taxes but taxes well spent, yes, spent more profitably in the attainment of human happiness is to be the goal of good government. The purpose of the expenditure of public relief money is that the misery of the community may be lessened, the health of the public safeguarded, the earning capacity of the able bodied conserved. The public welfare function of the county should never become a plaything for political ends.

In the matter of medical care, it is often truly said that the very rich and the very poor have the best service which the science and art of medicine can furnish. It should be the proud goal of the county hospital and the Wisconsin General Hospital which serves counties having no hospital of their own, that the medical staff shall be superior to that of any private hospital of the state. The only reason for any well-founded criticism lies in a lack of social service which the public is gradually learning to recognize as an essential part of treatment, taking into account as it does the mental and emotional condition of the patient and also the environment which produced his illness or disability.

Wisconsin needs a real public welfare law to supplant its present "poor" law. Tell your state senator and assemblyman of your interest in this urgent need.



## THE CHURCH AND SOCIAL WORK

REV. HAROLD HOLT

*Grace Church, Oak Park, Illinois*

We have heard it frequently said by groups of social workers who have become very conscious of their professional status, that the church has no longer a place in social work. That social work has now emerged so completely as a profession that the untrained worker, such as most of the clergy are supposed to be, has no place, but simply blocks progress. Is it true?

We were much more ready to grant the truth of this statement a year or so ago than we are now. We have seen, in the past year, social work reach almost the point of bankruptcy, not through any fault of its own, but because the problems which have been forced upon it have become too great for it to bear. We have seen community chest after community chest exhausted, and empty. We have seen the beautifully constructed programs of case work entirely discarded because of the long line of desperate cases which demand emergency relief. We have seen social work receive such a set-back that it is doubtful whether it will recover for several years. And why?

The reason seems to be that while social work has been thinking in terms of family rehabilitation, and character building from a purely citizenship angle, the conversion (if you care to call it that) of the community leaders has not kept pace. Are there any industrialists who are particularly worried over the unemployment situation? Not that we can see from reading the papers. They are worried about the stock market, about the lack of business profits, but not especially about the starving working men, nor about a remedy to prevent the recurrence of the present depression.

These are the men who, through the community chests, today control social work. No social worker is free to preach any other gospel but the gospel of the status quo, the polyanna "all is well" good news of the 100 percenters. Thus must you walk, says the American Business Man, and no otherwise. If you do, you will lose your job as Mr. Benjamin has just done in Louisville, Ky. No program can be developed in any of our American cities, by any social workers which does not meet the needs and minister to the comfort of industry as it is at present organized.

Now I do not mean this address to be an attack on the business man. But I do wish to point out the limitations and handicaps under which the social worker who stands alone on a professional basis, must work.

Regardless of the weaknesses, and the ineffectiveness of the church which I think we are all of us quite ready to acknowledge, it does remain true, and truer today than ever before, that the church is the only permanently organized group of any size which has a natural interest in social betterment, and it possesses a leadership far superior in ability and honesty to that of the political or business group of the country.

It is inherent in the very nature of the church that social betterment should be a part, in fact the heart, of its gospel. If Christ came to save men, then His Disciples must also spend themselves to save men, or be false to Him. If He dies for men, so must His disciples if called upon. Wherever we turn, try to escape it as we will, we come back to the same point, what happens to men is of vital interest to the church.

Here is the true relation of the Church to Social Work, as I see it: social work, as a trained profession, is far better equipped to carry on the routine of case work than is the average parish church. But social work lacks the power or organized opinion, it lacks the dynamic of a gospel, it lacks the coherent character of an organization which can, and will, stand against the whole world if necessary. These things the church ought to supply to social work, and to the church the social worker should be able to look for just these things.

The same group of business men who control and so hamper social betterment when they function as director of community chests, and financiers of business, are as a rule the same group who belong to the churches of our communities. We find the same attitude of mind emerging on our vestries, it is nothing new to us, but we do find that that attitude of mind is not a permanent one. We find that it can be changed, and is changed, by the grace of God, when we are clear in our own minds as to the goal and reason for the thing we wish to do.

We can take these business men who sit in our congregations and develop in them such social insight and leadership that the handicaps will be removed from social work. We can give them the vision and the inspiration which will bring a greater and more adequate support for the social welfare program.

The Church should not be a social agency with a specific sort of a function, as other social agencies have. It must not be limited in its field, for all of humanity is its field, it must be free to inspire, criticize, and develop leaders for all the fields of social betterment.

# BASIC ELEMENTS OF RURAL CULTURE

## DISTINCTIVE FEATURES OF RURAL CULTURE

LIBERTY HYDE BAILEY

("Culture" in the title is taken in its sociological rather than its pedagogical implication.)

The distinctive features of rural culture are the elements or essentials of it. The essentials are simple of statement, if by that word one means the essence or the bases. I desire only to make such statement.

The basis of rural culture is the farm, not the market. The basis of rural culture is the man, the woman, the home establishment, and the organization. The very essence of a rural culture is the experience of men, women, children, with the earth and its products, not the standard of living or welfare or prosperity.

The satisfactions in a rural culture are the emotions that arise from the situations and the experiences. The development of the satisfactions in a rural culture lies with the agencies and processes of education, as the parentage, the home, the setting, the landscape, the school, the church, the college, the market, the organization, the standard of living, the welfare, the literature and the living examples.

The distinctive features of rural culture are the attitudes, emotions and character that make the countryman.

## "CHARACTER BUILDING ELEMENTS IN THE CONTRIBUTION WHICH RURAL LIFE IS MAKING TO THE NATION TODAY"

KENYON L. BUTTERFIELD

It is delightfully easy to make assertions on a topic like this, but dreadfully hard to get facts. However, I venture the opinion that among the character building contributions of farmers to our national life are the four that follow.

1. The virtues of the open air. The city and town population of the United States spends a good share of its leisure in the open, in automobiles, on golf links, in the water, etc. But the American farmer is an all-the-year-round open air man. He works out of doors while the rest of the people mostly play out of doors. Thus both gain something in the way of physical vigor, mental hardihood, and a certain spiritual power that comes only from the winds that blow.

2. The farmers as a class, more than any other group, have sustained the best traditions of family life, its solidarity, its coöperative character.

Farm life is essentially family-centered. The disintegration of the family has proceeded more slowly in the country than in the city.

3. One of our publicists, Mr. Stuart Chase, in a recent magazine article "raises an undeniably religious question—whether or not the spiritual freedom of the individual shall be stifled by the mandates of an incorporated economic structure which has no soul." Mr. Chase has listed the various classes of workers today according to their ability to live under their own dictates of conscience. "Naturally enough the independent farmer stands first." That is a mighty interesting observation. The farmer still has one luxury left, that of personal integrity.

4. And finally in this quartet of contributions I would name social stability. The farmer is charged with being too conservative, behind the times, slow to take up new things, inclined to stick to out-worn moral sanctions and discarded views of theology. Even if these charges are true they are themselves indicative of a steady, conserving influence on national life. There is a sort of dependability about the farmer. True, if he once breaks loose from his moorings he goes on a rampage, but as a rule he stays tied, sometimes undoubtedly tied too securely, but fortunately tied to some of the great fundamental virtues and attitudes.

The so-called "urbanization" of the farmer will change some of his characteristics, but I contend that the rural environment makes for a type of mind and character that will continue through the ages to make unique and invaluable contributions to the national life and culture of any country.

## THE CONTRIBUTION OF RURAL LIFE TO THE NATION THROUGH POPULATION SHIFTS

C. J. GALPIN

*Bureau of Agricultural Economics, United States Department of Agriculture*

Mine is today one of the heart-breaking subjects in rural life. Hackneyed? Yes. But generally passed over with a sigh. Only a philosophical temper of mind, which, like Emerson's, sees "compensation" in unsuspected situations of injustice or distress, can view with equanimity the compulsory gifts, or rather tribute, of farm life to cities and the nation. I shall enumerate some of these "contributions," which seem remarkably like taxes; but I shall do so, I hope, without "tears in my eyes," knowing full well that the farmer escapes being "pierced through by many sorrows," when he stays on the land, stripped of luxuries which his city cousins come to possess.

First, let us get a notion of these movements of farm population from farm to town and city. Not to go back of 1910, for lack of statistical data, the figures show that in 1910 there was in round numbers a farm population of 32,000,000. In 1930, 20 years later, the figures indicate an increase each year of 350,000 persons, a total contribution in 20 years to cities of 12,000,000 farm people over and above all the persons who may have gone from towns and cities to farms to work and live.

Now just a word as to the reasons lying back of this great migration. There are several regular streams of persons from farms to cities, viz., the stream of young men and women between the ages of 18 and 25, who form the surplus of population on farms, probably from 1870 to 1910 amounting to 175,000 a year, and from 1910 to 1930 to 250,000 a year; secondly, a trickling stream of unusually prosperous farmers, who move to towns and cities at middle age, when they have acquired a competency that enables them to enjoy in town and city some of the pleasures and privileges which an inferior standard of living on farms has withheld,—presumably 5,000 farmers a year, 25,000 persons, from 1870 to 1910, and of 3,000 farmers, 15,000 persons, from 1910 to 1930.

The first social consequence of this shift is an amazing contribution of wealth to towns and cities a virtual bodily transfer year by year of a substantial part of all the surplus wealth produced on farms.

In the case of children of farmers who go to cities to live, as time goes on, they inherit from the father and mother, or from other farmer relatives, their share of farm and other property. You can visualize, therefore, a transfer since 1870 from farms to cities through inheritance, of a sum ranging from \$10,000,000 to \$50,000,000 a year to the 175,000 or 250,000 children in cities. If the farmers were inheriting back from cities enough to make up for this contribution, no weeping would be done; but it is difficult to see any large return stream of wealth from such inheritance.

But this particular transfer of wealth to cities is small compared to the transfer accompanying the retirement to town and city of prosperous farmers. The 5,000 or 3,000 prosperous farmers who retire each year doubtless take with them a property of \$40,000 each. Here is a contribution of presumably \$150,000,000 a year. Just when the farm community is ready to get some of the financial benefits of a long life of thrift, wisdom, and saving, from its foremost citizen, he leaves, goes to town, and a tenant takes his place, or a poor man buys with a mortgage, and spends his days getting title to land. This \$150,000,000 a year, about 1 per cent of the total income of farm people, amounts to about all the economic surplus that is worked out of the land. The better the farm prices and the surer the crop yield, the faster this transfer taking place. Any big program of relief which does not also include giving the country community the social privileges, education, religion, and pleasures which prosperous farmers, their wives and children crave, will only impoverish the country the faster. More dollars per crop, or per acre, or per man, or per machine, will not alone automatically solve the farm problem as many thinkers assume. A policy of building up the civilization of the farm community must go hand in hand with policies of financial return.

The next contribution, I mention, is the human energy of the thousands and thousands of farm youth that recruit the industries of cities yearly from farms. The nation gains from these youth in several ways; first, the brawny muscle and tireless work habit; second, the sociological in-

grained habits of family life; third, the biological stamina which reproduces its kind. Each of these contributions is momentous for the nation. In the first place, it has cost the farm people, over and above state aid, and saved the cities, \$100,000,000 to school the youth who go to cities each year, virtually without any financial return from cities. The apprenticeship to work on the farm, the work culture, speaking sociologically, of the farm community has given these youth an incalculable asset which they hand on to city life. The simple life on the farm has worked out a physique of power. The biological race stamina, a growth under fortunate circumstances, is one thing which enabled the American city to live so far and maintain its growth.

Now what is the rational upshot of this discussion. My own view is that the astounding donations of the country to the city and nation should be known, and recognized, especially by all influential national figures and personalities, bishops, legislators, State and Federal administrators, governors, educators, economists, editors, lawyers, judges. These persons are in position to establish, further, and conserve the civilization of country life. They will, I believe, do so, if they know the truth.

## SOCIAL AND POLITICAL CONTRIBUTIONS WHICH RURAL LIFE IS MAKING TO THE NATION TODAY

EDWARD ALSWORTH ROSS

*Professor of Sociology, University of Wisconsin*

As an element with its own heritage, its own type of production and its own peculiar experiences the farmers as a whole contribute to our national life viewpoints of their own.

### SOCIAL

1. The city discourages marriage about ten per cent. On the farms men and women marry younger than in the large cities; they keep together longer and, in case the union is broken by death or divorce are more likely to remarry. Family life rules in the country because on the farm the family is the more natural unit for life and work.

2. In our South the size of the town family is about half that of the farm family. There is less difference in the North because there are so many European peasants in our cities. Within a generation the spread of the practice of birth control may become so general that some nations will find it advisable in order to keep up numbers, to stimulate by premiums or allowances the production of children on the part of the sounder elements in the population. But there will be no need of doing this for the farm population for in agriculture children cost less to raise and their help is worth something even when they are regularly attending school. Moreover, school does not claim them during the farmer's busiest season. Families with five to eight if not twelve children will be much more often

met with in 1970 among intelligent farmers than among intelligent professional or business men, clerical workers or industrial workers.

3. The integrity of the family is more likely to be understood and supported among farmers than among urban folk. This is because the members of the farm family are not individualized by having distinct jobs with distinct pay as often occurs among members of the urban family. The farm constitutes a single source of livelihood for all the members of the farm family. Each is vitally interested in what the others are doing; much of the time they are at work upon the same task and in one another's presence. This inescapable community of work is likely to knit ties which last through life. Moreover, the member of the farm family is readier to consider family interests and wishes in choosing a mate, a friend or an occupation than the member of the city family.

4. Religion appears more likely to find a congenial home among farmers. The city denizen is so beset with stimuli and distractions that it is possible for him to live along without thinking about whence and wither. The farmer, on the other hand, working oftener in silence and solitude upon tasks which do not engross his attention, is led to speculate upon the Unseen.

5. The city rush gives mental alertness and a quick "come-back"; also snapshot judgments and shallow thinking. You may long ply country folks with facts and ideas and seem to get no response. But the impressions accumulate and after a while a fixed purpose has been built up.

6. The farm is the natural home of thrift. The farmer is rated by other farmers according to evidences of his production, his big barns, tight fences, fat stock and farm implements. The city man is rated according to his consumption; his clothes, residence, furnishings, style of entertaining. So country life suggests "Save"! City life suggests "Spend"!

#### POLITICAL

1. Farmers do not covet for the nation a greater agricultural area and they believe in the maxim that if you want to sell goods abroad you should make your goods and prices enticing. Bullying our smaller neighbors to the south does not commend itself to the farmer mind. None of our high-handed proceedings respecting weaker nations have been instigated by any agricultural groups in this country.

2. No element in our population has a prompter or stronger reaction to the prospect of invasion by a foreign power than the farmers. This is because the farmer is rooted more deeply in the soil than the bulk of city residents.

3. Our altogether praiseworthy policy of paying off our appalling war debt as promptly as may be, instead of retaining it as a convenience for would-be investors, as the European nations tend to do, certainly reflects the farmers' feeling that debt is a serious burden and misfortune and that in good times the sensible thing to do is to extricate yourself from it as soon as you can.

4. No element in the community is less appealed to by the Marxian

idea of collective ownership of all productive capital than the agriculturists who are self employed, or have a right to look forward to self employment, and whose income is at once a reward for their labor and a return on their capital. The farmer gains little first hand knowledge of the classes in the cities who perhaps without having done a stroke of real work in their entire lives are able to reap a perpetual tribute from industry owing to their ownership of shares in industrial enterprises. Farmers when they go on political rampage follow agrarian policies but not communist policies. Their attitude toward private property and the rights of the proprietor is distinctly different from that which often develops among industrial wage earners.

## BASIC ELEMENTS OF RURAL CULTURE OBJECTIVES TO BE PROJECTED INTO THE NEXT GENERATION

MRS. HOMER JOHNSON

*McLean County Home Bureau, Bloomington, Illinois*

As I sat here listening to the learned discussion of what culture is, I could not help but think of my women back home who are the basis of rural culture and wonder what they would think of such a discussion; because to me, culture, in the sense in which we usually use the word, is something which comes from within; which really is such a part of one that there is no adequate definition. In fact I have been so busy for about twenty-five years instilling culture into four hearty youngsters that I have had no time to seek out a definition; but as I sat here listening and thinking, examples of culture came to my mind, of the simple homes with little of the world's goods but where true hospitality, simple harmonious surroundings and an appreciation of the beauties of nature, the trees, the sunsets, the stories in clouds and stars, are looked upon as standards of living; of the young woman whom I knew well, brought up in the commonplace surroundings of a cheap hotel where she tended the cigar counter even as a young child, associating with very ordinary men, but never losing that real charm which is present where there is culture. I never saw that girl do a common, coarse or unladylike thing showing that from somewhere had come to her elements of real culture which only comes from appreciation of the true, the beautiful and good.

I have sat on a dark stormy afternoon beside a log fire in an old-fashioned walnut-finished living room, with rain pouring down outside and the fire throwing shadows on the beauty of well-worn woodwork and have heard a young woman say, "Oh, isn't this a beautiful room!" and again later (not having paid any attention to the talk going on) she repeated the same thing. It was not the beauty or expense of furniture that appeared to her but the harmony of a simple well-planned living room, and her cultured nature responded to the culture in the heart of the woman who had planned that room.



I have seen rural and city culture blend in our Farmers' Producers Market and become so much a part of the lives of both rural and urban people that one could not say where rural stopped and urban began. The beauty of a well baked loaf or of a perfectly dressed chicken here has become an ideal and the city woman has come to think of these things as a part of the life of her rural friend, and she has respect for the development of these foods for her table where before the market was established, food was food. In fact it is because of this market that I can so heartily subscribe to Mr. Russell's belief that any rural society or organization should have a twofold purpose; not only should it establish a market for rural folks to dispose of their produce but also should furnish social recreation and communication as well, and it is something of this idea which I feel can be projected into the next generation.

There has never been a time when there was greater need for constructive thinking. I know from experience that the buzz and hurry of city life is not conducive to deep thinking, rather it takes the breadth of great spaces and loveliness of the average person's life on the farm plus a definite something to think about during the long hours when plowing, disking or milking. Minds can be stale or active and this generation should see that healthy subjects for deep thought are passed on to the youth of the day to take fruit in the coming generation.

We are faced with a very peculiar situation. Industry has forced us to act coöperatively as a matter of self preservation, while it is absolutely necessary for us to preserve our beloved individualism if we are to take and keep our place as thinkers of the world. If we are not careful, people will say farmers WERE the last individualists. But I want to say friends, though we need to act coöperatively, we must think individually. On every side we are beset with efforts to break down our individualism; our clothes are standardized, our food is standardized, and our thoughts are being standardized by the use of the radio, magazines and newspapers. It is a real effort to think independently when we hear the same old story from every source.

Another thing to be projected into the next generation is the demand for and appreciation of good government. It is not enough to pass laws for people to live by. There must be instilled in the hearts of our young people a desire to see that good laws are made and then to see that the spirit of obedience follows. The hue and cry over the 18th Amendment makes it seem as if that is the only law which is not enforced or which needs enforcing.

To my mind there is a much greater need for instilling respect for law into our young people and have them willingly obey than to try to force any law.

There are only a few basic things for rural people to consider in developing rural culture—the development of appreciation for the good and beautiful in nature and home; the development of individual thinking in a world of coöperative acting; respect for law and order and the desire to obey laws and to see that they are obeyed.

If the people of this generation can give these ideas to the generation coming on we shall have no need to worry about the culture of our rural communities because these ideals breed culture and a people which has these ideals firmly imbedded in its heart is a cultured people.

# REPORTS OF THE SECRETARIES

*To the Directors and Members of the Association:*

This report to the Thirtieth Annual Meeting of the Association covers the period October, 1929, to October, 1930.

## MEETINGS OF THE BOARD OF DIRECTORS AND THE EXECUTIVE COMMITTEE

Since the twelfth annual meeting held at Ames, Iowa, last fall, the Executive Committee has held three meetings and the Board of Directors met in annual session at Washington on December 29, 1929. The Board of Directors, consisting of twenty-one persons, elected by the members, customarily meets twice a year, once at the time of the conference, and again around the first of the calendar year. The Executive Committee consisting of seven persons elected by the Board of Directors has, according to our constitution, all the powers of the Board except that it cannot increase the budget which the Board has adopted. At one of the meetings of the Executive Committee, Governor Lowden was present. At another W. H. Stacy, the full time field secretary, was present. H. C. Taylor again served as chairman of the Executive Committee. The main actions of the Board and the Executive Committee are reported to the membership through notes on the editorial page of *Rural America*.

## ELECTION OF FULL TIME FIELD SECRETARY

The Executive Committee elected W. H. Stacy as full time field secretary for 1930. Mr. Stacy, acting under release from the Iowa State College, assumed his duties on February 15th. For twelve years Mr. Stacy had been in community organization work with the Iowa Extension Service. He did graduate work in Cornell University in 1921-22. In 1926 he was a member of a group which made a tour of Rural Europe under the auspices of the American Country Life Association. He served in a voluntary capacity as a field secretary in 1929 and had a major part in the making and promotion of the program of the Ames conference, which was by far the best attended session the Association has yet had.

Mr. Stacy makes his own report to this meeting of the Association, and I here simply refer to the fact that he gave a great deal of time to field trips and to increasing the contacts between the Association offices and workers in various rural enterprises; and that he was the main contact between the Association and the group of Middle Western and Wisconsin agencies which did so much to prepare for this year's annual conference.

## THE ASSOCIATION'S OFFICES

This year, for the first time, the Association maintained two offices with paid personnel in both. W. H. Stacy, has his in Morrill Hall, Ames, Iowa,

through the courtesy of Iowa State College. This office also has a full time stenographer. The New York office at 105 East 22d Street, has one full time stenographer, who is also a bookkeeper, and the Executive Secretary on part time. A division of labor has been worked out so that the maintenance of the two offices seems to have been accomplished with satisfaction all around.

#### EXECUTIVE SECRETARY'S FUNCTIONS DURING 1930

Working on a part time basis, I have been able to assume responsibility for (1) the editing of *Rural America* and supervision of the publication of the annual proceedings of the Ames Conference; (2) the renewing of the Association's financial resources; (3) supervision of the New York office; and (4) the maintenance of contacts with various social work organizations and rural interests having headquarters in the East.

#### RURAL AMERICA

An effort has been made this year (a) to publish monthly at least one fairly comprehensive statement upon an important aspect or development; (b) to promote discussion of certain prominent issues, particularly those relative to standards of living, in a new department headed the Rural Forum; (c) to make the bibliographic reporting as complete as space permits. Considerable interest was evidently aroused through some of the discussions which appeared in *Rural America*. There was an increase in the use of the journal by students. It should be emphasized that the editorial policy of *Rural America* is to disseminate information and to call attention to sources of information; to promote discussion of current issues in a judicious fashion, permitting the expression of various points of view; to give attention to the various interests and agencies at work upon rural improvement; to chronicle from time to time the ideas of people as to methods of rural improvement.

#### RURAL ORGANIZATION—1929

The Association again brought out with the coöperation of the University of Chicago Press, the volume of proceedings of its annual conference. This year's book bears the title "Rural Organization—1929," to distinguish it from the earlier volume of proceedings on Rural Organization published by the Association.

#### INTERNATIONAL CONTACTS

The Association has made a contribution to the International Country Life Commission, which has headquarters in Europe. Dr. Kenyon L. Butterfield was able to attend the sessions of the commission held at Liege, Belgium, in August, and A. G. Arvold, of North Dakota, also represented the Association at this meeting.

Grace Frysinger kindly consented to represent the Association informally at the meeting of International Congress of Farm Women held at Vienna in May. This Congress was reported in *Rural America* for September.

## COÖPERATION WITH SOCIAL WORK AGENCIES

Officers of the Association were able to be of assistance to the National Social Work Council in planning two of the Council's regular meetings for the discussion of rural social work. Several of the members of the Executive Committee of the Association were named as members of a committee of the Social Science Research Council, which is making a preliminary study of the status of rural social work and of provision for the training of rural social workers.

## COÖPERATION WITH MIDDLE WESTERN AND WISCONSIN AGENCIES

The Association was again the beneficiary of many contributions of services made by officers of various organizations in the Middle West, who have greatly supplemented the Association's resources in order to make this year's conference a success. Particular mention should be made of the excellent coöperation given by officers of the Wisconsin conference of Social Work and by various members of the staff of the Wisconsin College of Agriculture. More and more it is evident that the annual conferences of the Association are the product of the work of not a few but of many minds.

## METHODS OF THE 1930 CONFERENCE

It will be noted by those attending this conference that the chief departure from the previous session is in the establishment of a series of afternoon forums. At this conference an effort will be made to test thoroughly the forum method. Full participation in the sessions of the forums is urged, and the officers and Board of the Association will welcome any and all comments in regard to the value of the forums and suggestions as to whether they should, or should not, be continued.

## THE FINANCIAL SITUATION

The treasurer presents a financial statement for the first nine months of 1930. This shows a balance of \$1,731.20 on September 30. As the one who has the main financial responsibility for the Association I wish to record that 1930 has been a difficult year to secure funds in the way the Association has secured them; that membership receipts up to this time of the year are low as compared with the past few years; that the Association must discover new financial resources if it is to continue its services and program on the basis as at present beyond the calendar year.

## THE ASSOCIATION'S EXPERIENCE AND PURPOSE

The Association was founded in 1919, is thus a child of the postwar period, and its whole experience has been influenced by these stressful times through which we have passed. Its purpose, as stated in its constitution, has been as follows:—

1. To promote discussion of the problems and objectives in country life and facilitate the means of their solution and attainment.
2. To further the efforts and increase the efficiency of persons and agencies engaged in this field.
3. To disseminate information calculated to promote a better understanding of country life.
4. To aid in rural improvement.

Throughout its interesting and brief history, it has for various reasons been constantly changing. I submit that among the trends discernible is this one of major importance: that the Association seems to be called upon less for tasks which might be labeled social engineering and more for tasks which may be appropriately termed social education. For the performance of these tasks of social education, the Association possesses some unique qualifications: (1) It is nonpartisan; (2) it has in its ranks both lay and professional leaders; (3) its members are mainly individuals who participate in its affairs in an unofficial capacity; (4), and not least important, among the professional workers who are in its ranks are representatives of both the governmental and voluntary agencies who are at work upon rural social improvement.

Thus it seems to have both a useful purpose in the world, and also some worthy characteristics of its own.

It would seem that the Association has therefore a unique opportunity during the next few years to go on to a courageous threshing out of critical issues, and to go on throwing light upon critical situations. It may mediate sometimes, through its informal discussions, between the workers in governmental and voluntary agencies; it may provide a meeting place for people of varying interests who otherwise might never know one another and thus provide a clearing house of information; and it may, through the slow and painful processes, which always attend indirect educational procedures, go on to inform men and women in positions of influence in communities, counties, states and the nation—and perhaps even in cities—that there are no more important affairs than rural affairs; and also to give them some of the resources that they need in order to perform their tasks of rural improvement.

#### QUESTION FOR DECISION

The Association faces this year certain questions for decision in the near future. Among the most important are: (1) the location of its offices; (2) whether its annual conference shall be renamed the American Rural Forum, and the forum method more largely used (3) whether its journal shall be named the *Rural Forum* instead of *Rural America*, and more space given to promoting discussion of live and critical issues; (4) by what methods it can secure a permanent constituency that will be large enough to maintain a useful program.

Respectfully submitted,

BENSON Y. LANDIS,  
*Executive Secretary.*

*Madison, Wisconsin,  
October 6, 1930.*

## REPORT OF THE FIELD SECRETARY

*to the**Thirteenth American Country Life Association Conference,  
Madison, Wisconsin, October 7-10, 1930*

For approximately eight months, or since the 13th of February, 1930, a field secretary has been employed on full time by The American Country Life Association and an office has been maintained at Morrill Hall, Ames, Iowa. During this period, field work has taken this representative into the states of Wisconsin, Illinois, Michigan, New York, Pennsylvania, Maryland, Virginia, Ohio, Indiana, Minnesota, Iowa, South Dakota and Missouri. Approximately 13,000 miles have been traveled on business for the Association. These field activities have provided the opportunity for him to discuss the work of The American Country Life Association with three college presidents, eight deans of colleges of agriculture, 12 extension directors or acting directors, editors of 14 farm journals, and a score of leaders in national offices in Washington, New York and Chicago. Personal interviews have been arranged with the national officers of the leading farm organizations, and conferences have been held with spokesmen for seven of the strongest state farm organizations. Rural sociologists, authorities in rural education, and national leaders in rural church work have been consulted on a number of occasions.

In the office efforts have been centered on developing interest by circular and personal letters among farm men and women, farm organization leaders, agricultural editors, extension workers and the writers of rural literature. Articles prepared by the field secretary have been published in *The National Grange Monthly*, The American Farm Bureau Federation Weekly News Letter and the Monthly Bulletin of the Agricultural Commission of the American Bankers' Association. Twice during the year all master farmers, all master farm homemakers, and about a thousand farmers' institute workers and farm organization leaders were asked for suggestions for the program of the 1930 National Country Life Conference. Two communications were also sent to those who attended and registered at the 1929 Conference. In each case these leaders were urged to suggest ways and means by which the American Country Life Association might best serve rural people—particularly in its field of coordinating and stimulating the best of rural programs.

## THE 1930 CONFERENCE

Since the principal function of The American Country Life Association is that of holding an annual national Country Life conference, most of the work of the field secretary has directly or indirectly been related to this objective. In reporting the development of this conference, however, it is necessary first of all to point out that plans have been largely in the hands of able committees, whose members have exerted themselves to the limit

in making arrangements and accomplishing the tremendous amount of preliminary work which such a meeting involves.

The membership of the general conference committee (K. L. Hatch, George Farrell, Mrs. Chas. W. Sewell, R. K. Bliss, R. J. Baldwin, F. W. Peck, A. Z. Mann, Mrs. Kathryn Van Aken Burns, John Callahan) includes leaders from five state extension services, from a national farm organization, a national committee on rural church programs, a state superintendent of public instruction and a representative of the U. S. Department of Agriculture. Every member of this committee has been active. The chairman, Director K. L. Hatch of the Wisconsin College of Agriculture Extension Service, has had a guiding hand on all developments. He has furthermore thrown the force of the Wisconsin Agricultural Extension Group behind the undertaking in such a way as to assure its success.

An individual well qualified to judge has said that never has there been a program committee for a National Country Life Conference which has set itself more conscientiously to its task and driven forward more ably in organizing thought and soliciting talent than has the one for this meeting. Those who observe the clearness with which new emphasis is placed on "influences affecting standards of living" will agree that the work of Dr. J. H. Kolb, chairman of this committee, has been that of a master. He has been assisted by a score of able critics and helpers.

Arrangements are always an important and determining factor in the success of any large conference. For weeks preceding this meeting Robert Amundson, district extension agent for Wisconsin, chairman of the arrangements committee, has been giving time and thought to providing meeting places, hotel accommodations, luncheon and banquet plans, charts, signs and all that goes to make possible the smooth and successful development of every part of the program. More than 30 people are working systematically with him keeping every detail of the conference moving.

Professor Andrew Hopkins, head of the Agricultural Journalism Department of the University of Wisconsin, and his associate, Kenneth Gapen, have handled the publicity for the conference, beginning with the announcement of the first plans early in February. Systematic attention has been given to all news items in the development of the program. They have arranged talks on the University radio station which have kept listeners informed of the aims and plans for the meeting. They have sent posters to rural leaders throughout the Middle West. In a variety of ways they have interested the general public in the conference objectives. More than that they have organized forces so that the public at large will be able to follow the thought developed regarding "influences affecting standards of living."

While previous national country life conferences have had preliminary source books prepared and published, this is the first time that arrangements have been made with a coöperating college or university to print such a publication in bulletin form and have it sent out extensively to interested parties. Eight thousand copies of "Standard of Living," Extension Service Circular 241 of the College of Agriculture, University of



Wisconsin, have been distributed or made available through a coöperative arrangement between The American Country Life Association and the University of Wisconsin.

The editorial committee for this conference publication had as its chairman, Dr. E. L. Kirkpatrick, who out of his six years' experience as research associate in the United States Department of Agriculture, investigating rural standards of living in more than 3,000 farm homes in 11 states, was able to assemble the best material available from all sources and so condense it that the publication stands out as a most complete and brief presentation of the known facts in this field.

A 150-page selected bibliography on Rural Standards of Living has also been prepared especially for this conference by the Bureau of Agricultural Economics, U. S. D. A. Five hundred copies of this document compiled by Louise O. Bercaw, under the direction of Mary G. Lacy, librarian, are available to those participating in the conference sessions.

There are 28 groups which are holding separate programs in connection with this conference. The individual who has followed through with the leaders of each of these to arrange plans for their programs and help them to coördinate these with the conference theme of "Standards of Living," is Arthur F. Wileden, Extension Sociologist, Wisconsin College of Agriculture. Mr. Wileden in serving as Wisconsin Secretary for the conference, has also built up interest in the program by a monthly conference bulletin which he has sent four times to more than 3,000 leaders in rural life activities.

#### STUDENT SECTION

For at least four years there has been a growing interest among student leaders to vitalize the rural life activities in colleges and more definitely link the programs of agricultural or rural clubs with the national country life movement. This year there has, in the American Country Life Association, been the very fortunate combination of active and capable leadership both in the Student Section and in the Student Advisory Committee.

The student advisory committee, includes in its membership E. L. Kirkpatrick (chairman), University of Wisconsin; William McKinley Robinson, Michigan, Western State Teachers' College; Mrs. Josephine Arnquist Bakke, Iowa State College; Robert G. Foster, U. S. D. A. Extension Service; Nat T. Frame, West Virginia University; Thomas N. Roberts, Georgia State Industrial College; Miss Anna Clark, National Y. W. C. A.; Henry Israel, National Y. M. C. A.; A. Z. Mann, Garrett Biblical Institute. In March the American Country Life Association under the direction of this committee and with the very active coöperation of the Blue Shield Country Life Club of the University of Wisconsin, arranged a preliminary conference at which students and their faculty advisors from 16 colleges and universities worked for two days in arranging a new basis for collegiate country life club activities. This included suggestions for the student section program of the National Country Life Conference and a new plan for affiliating local clubs with the American Country Life Association. Student committees were appointed to proceed with further

arrangements. As a leader for these committees, chairman of the student meetings and spokesman for the entire student group, Miss Helen Melton of the Iowa State College has as president of the Student Section of the A. C. L. A. served in a most able manner. A new standard has been set for student leadership in affairs which deal with the human side of agriculture.

#### RURAL CULTURAL ARTS

In its field of service, that of coördinating and stimulating the best in rural life, the American Country Life Association has met a challenge this year in the field of the cultural arts which develop rural talent and beauty. Two steps have been taken.

A committee which includes in its membership a score of leaders, all widely known for their experience in developing local community programs and directing recreational and cultural activities, under the chairmanship of Alson Secor of Des Moines, has been formulating plans for coördinating the various state programs in dramatics, music and art in such a way as to give recognition and additional incentive to those who have attained a certain standard of excellence.

As a second move, arrangements have been made in the 1930 National Country Life Conference to present in one program the rural talent which has achieved greatest recognition in music and drama in Middle Western states. Professor A. G. Arvold, the founder of The Little Country Theater Movement, is serving as master of ceremonies for this event.

#### RURAL PROGRAMS OF CHURCHES

In country life the religious programs have stood out as vitalizing and inspirational forces. Today with the increased interest in consolidations and coöperative activities there is greater need than ever for the thought of the ablest leaders in this field. The American Country Life Association now has a national committee including in its membership the dean of a state agricultural college, a regional director of coöperative extension work, a bishop, a resident minister in a rural community and three leaders of thought in theological seminaries, which is giving attention to programs which can be emphasized to "coördinate local forces for community growth."

#### WRITERS OF RURAL LITERATURE

A group which has had a very definite part in interpreting rural life to the nation is that group of able writers of rural literature, which in the last few years has been making a very large place for itself with the reading public. Most of these writers express the conviction that rural life carries with it elements which are basic and fundamental to the welfare of the nation. It is this which has spurred them on to portray some of the characteristics of specific rural situations.

In the 1930 national country life conference, which emphasizes rural standards of living, arrangements have been made to have many of these writers as guests at a conference luncheon. Leaders in planning this pro-

gram have been Zona Gale (Mrs. William L. Breese), John T. Frederick, author and editor of *The Midland*, and Donald R. Murphy, literary critic and managing editor of *Wallace's Farmer*. The subject "The Literature of Rural Life" is presented by the able author and philosopher, George Russell (A. E.) of Ireland. From the favorable reaction which has been received from many who have found it impossible to participate in this program, this step is just the beginning of the further coöperation of forces in rural life which will include those who direct from the printed page.

#### IN CONCLUSION

The most significant feature of the past year's work has been the friendly coöperation manifest on all sides. The National Broadcasting Company and the university stations have generously helped to carry the story of the National Country Life Conference to the public. The Agricultural Commission of the American Bankers' Association has published plans for the program in its monthly bulletin.

The University of Wisconsin, in giving so generously the time of many of its staff, in publishing information related to the conference topic and in providing meeting accommodations for the many groups in session has set standards for coöperative achievement in the field of rural life. Farm organizations have joined in a most cordial way to furnish leadership, as have other colleges and universities, farm journals, the United States Department of Agriculture and all of the 28 kindred groups meeting at this time. All unite in their interest in the charge which President Roosevelt in 1908 gave to the original Country Life Commission.

"Agriculture is not the whole of country life. The great rural interests are human interests and good crops are of little value to the farmer unless they open the door to a good kind of life on the farm."

Respectfully submitted,

W. H. STACY,  
*Field Secretary.*

#### MINUTES OF THE BUSINESS MEETING OF THE AMERICAN COUNTRY LIFE ASSOCIATION

The meeting was held on Friday, October 10, at luncheon at 12:30 p. m. in the Wisconsin Union Building, Madison, Wisconsin.

Frank O. Lowden, President of the Association, presided, and about 35 members were present.

The report of Albert Shaw, Jr., Treasurer, showing income and expenditures for the first nine months of 1930 and a balance of \$1,731.20 as of September 30th was received.

The reports of W. H. Stacy, Field Secretary, and Benson Y. Landis, Executive Secretary, were received.

The secretary reported the action of the board in accepting an invitation to hold the 1931 conference at Cornell University, beginning August

17th on the topic of "Government and Rural Life," stating that the Board had felt it advisable to decide the matter now because of the lengthy preparation that is necessary for the holding of the conference. He reported excellent coöperation on the part of staff members of Cornell University.

The Nominating Committee, H. C. Taylor, Chairman, submitted the following names for seven vacancies on the Board of Directors for a period of three years: Dr. Liberty Hyde Bailey, Dr. Charles J. Galpin, Dr. H. C. Ramsower, Dean W. C. Coffey, Mrs. Charles W. Sewell, Prof. A. G. Arvold, and Director R. K. Bliss.

It was *voted* to elect these persons to membership on the board by acclamation.

It was *voted* to send a message of greeting to Sir Horace Plunkett, suggested by Walter A. Terpenning of Michigan.

It was *voted* to adopt the report of a special committee appointed by the Board of Directors in recognition of the services of David Lubin.

Alson Secor, Chairman of the Committee on the Cultural Arts, submitted a report of progress, asking that the committee be continued in order to assemble pertinent information in regard to what is being done by rural people themselves, recommending that the next National Conference make provision for another demonstration of participation in the cultural arts by farm people, and that the compilation of information be done by W. H. Stacy, Field Secretary of the Association.

It was *voted* to receive the report and to continue the Committee.

A. Z. Mann, Chairman of a special committee on Rural Goals for Churches, submitted a report in writing and requested the continuance of the committee. He stated that one recommendation of the committee would be that religious bodies plan to hold sessions on their rural life work in connection with the annual Country Life Conference.

It was *voted* to receive the report and continue the Committee.

It was *voted* to request W. H. Stacy, Field Secretary, and Frank O Lowden, President, to convey to the officers of the University of Wisconsin and of various organizations in the Middle West, the thanks of the Association for their coöperation in making the 1930 conference a success.

It was suggested by Mrs. A. H. Reeve that the Association have a special committee to consider the relationship of the rural school interests to the Association and the Annual Conferences.

It was *voted* to approve the suggestion and authorize the appointment of a committee. The president requested time for consultation before he appointed the committee.

L. J. Taber, Master of the National Grange, made a statement of appreciation of the 1930 Conference of the Association, and of recent developments within the Association, emphasizing his approval of the way in which the Association was becoming a national clearing house for discussion and ideas, and expressing the hope that all the farm organizations would in the near future find it possible to hold gatherings of their state and national officers in connection with the Annual Conference of the Associa-

tion. He also expressed the hope that the Association would soon find it advisable to hold a meeting in the South. Carl C. Taylor also spoke on this possibility, stating that he expected it would be possible in the near future to hold an important meeting in the South.

It was suggested by J. O. Rankin of Nebraska that the Association consider developing closer relations with the agricultural press.

It was *voted* to adjourn.

BENSON Y. LANDIS, *Secretary*.



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